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THESIS

An Analysis and Evaluation of Advertising Media

by

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Submitted in partial fulfillment of
the requirements for the degree of

MASTER OF BUSINESS ADMINISTRATION



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CHAPTER I

INTRODUCTION

Motives for Preparing the Report

The motives behind the preparation of this analysis of Advertising Media are numerous.

The original incentive was somewhat of a selfish one. The writer wanted for his every day use a summary and analysis of the Advertising Media with which he came in contact during an ordinary day in the office. There came also to the writer's attention a number of honest differences of opinion about the use of media and the advertising value to be gained by purchasing space or time in one particular medium rather than in another. As could be expected, the stronger personality usually decided the question. There became apparent a need to set down in writing the pros and cons of each medium so that advantages and disadvantages could be weighted objectively. Of course, there are many other reasons.

Today, many young men who are just entering Advertising have no up-to-date source of data to which to turn. Then too, there are others who have been in advertising for a few years and have through experience assembled a great deal of sound information. Some of the latter have indicated that they could use a guide to which they can occasionally turn for an answer to a particular question.

There are also the "old hands" who consider themselves experts. Most of them are qualified experts. However, some of the latter may find a fresh thought in the following pages which might be of assistance in getting out of an old groove. Buying media can become a habit. There are many individuals buying media today who are using the same formula taught them twenty years ago by their bosses.

In all fairness to those "old hands" who consider themselves in the latter category, it is only right to add that without their sound advice and guidance the new comers might flounder. Everyone in the business can benefit from the guidance of this group of hardy professionals. However, the time has come to tighten our belts and to sharpen the focus on all media buying habits because of several other reasons.

The problem of reaching 147,000,000 people in the United States living in over 3,000,000 square miles day in and day out, month after month is a complex but a challenging problem. Today, there are nearly 40,000,000 families in the United States which use all sorts of consumer goods and services. It is startling to stop and think of the tremendous increase in the number of objects which our eyes have to look at and our ears have to listen to today as compared with just a decade ago. No one has yet invented a device to stretch the twenty-four hours in a day into anything longer. There are more newspapers, more magazines,

more radio stations, more movie houses, and more diversions of one's time than ever before.

Pyramided upon this problem is the ever growing realization that it now costs more money to buy advertising than it did ten or fifteen years ago. This is not true if related to the cost per thousand persons reached but it is most certainly true in measuring the cost of actual unit prices. The advertising dollar today will not buy as many pages of space as it did a few years ago. A look at an old copy of a Standard Rate and Data Service will reveal interesting facts. The data below was quoted from a November, 1936 issue of S.R. & D.S. and compared with similar data from an August, 1948 issue of the same book. The cost of the unit shown in the table below is for one black and white full page.

<u>Publications</u>	<u>Page Cost</u>	<u>Circulation</u>	<u>November 1936</u>
			<u>Cost Per M</u>
Saturday Evening Post	\$8,000	2,970,741	\$2.69
Ladies Home Journal	9,500	2,785,991	3.41
American Weekly	17,500	6,054,072	2.89

			<u>August 1948</u>
Saturday Evening Post	\$11,200	3,953,220	\$2.83
Ladies Home Journal	12,900	4,621,060	2.79
American Weekly	19,000	9,723,695	1.95

In other words, today an advertiser buying three pages in the Saturday Evening Post would pay \$33,600. Only twelve years

ago, the same advertiser could have bought four pages for \$32,000 or for \$1,600 less! It is acknowledged that the advertiser reaches more people. But the net result on an advertiser is the fact that he loses in the long run because he can't buy as many magazines or can he buy as many insertions. He has to increase the advertising budget or else! To word it just a bit differently, an advertiser stands to lose diversification and frequency. Most publications have raised their rates because of increased paper and printing costs.

It must be obvious why it is so important to be sure an advertiser not only has a good product and a different campaign theme but it is just as important to select the right media as a means of sending the sales message to the consumers of the product. It is to no avail to shout your story to the wrong audience.

Selection of Media to be Analyzed and Reported Upon

The field of advertising media is as broad as it is long. It overlaps into the field of Sales Promotion and into the field of Public Relations. The new Funk and Wagnalls' College Standard Dictionary defines advertising as "any system of attracting public notice to an event to be attended or the desirability of commercial products for sale."

It is easy to understand how phases of Merchandising and Publicity are off-shoots of Advertising.

The media which ordinarily reach the masses of people

in the United States is the area which this report will cover. This rule of thumb would include the normal means of communication accessible to all of us i.e. the printed word such as newspapers, magazines, posters and car cards or the spoken word such as radio.

However, Direct Mail, which is a highly specialized subject in itself, will not be included in this report nor will the special merchandising activities. This latter field included premiums, contests, couponing, special price sales, sampling or display material. All of these activities are subjects in themselves and many texts have been prepared on them.

On the other hand, the media to be included in this report are:

- Newspapers
- Magazines
- Business Papers
- Farm Papers
- Posters
- Car Cards
- Radio
- Television

Before anyone can buy media, certain basic facts must be known about the product to be advertised. Every product has a personality of its own.

Necessary Background Data About the Product or Service to be Advertised

In order to choose media wisely for a product, the advertiser and the prospective buyer of space or time,

should be certain that he can answer two questions about the product. The first and most important is:

Who buys and uses the product?

A complete answer to this question should be obtained before one line of space or one minute of time is bought for any product or any service. Many products are bought and used by both men and women. On the other hand, there are many which are bought mostly by men or mostly by women.

The best example is to compare Antifreeze for an automobile and women's hosiery. It certainly would not be feasible to advertise antifreeze in the "Ladies Home Journal" nor would it be wise to advertise ladies hosiery in "Outdoor Life". There is a graphic summary indicating the influence of men and women on brand selection in Chart 1. Notice the different pattern of readership for the publications listed in Chart 2.

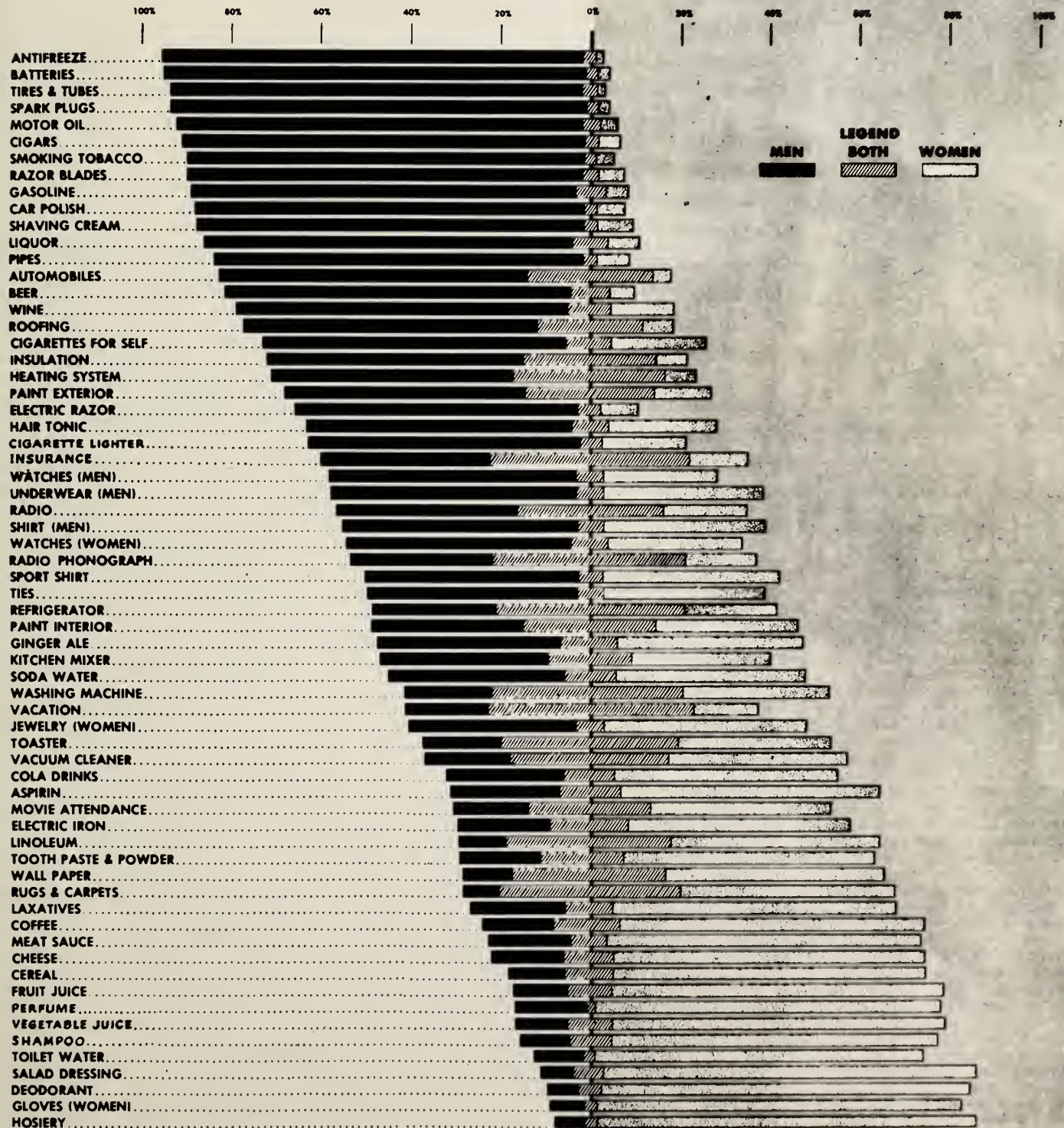
But there is even more to this question than just the primary division, male and female. A product usually has a usage pattern that can be defined. Perhaps young girls buy the product rather than middle age or elderly women. In this instance, a magazine directed to "teen agers" should be chosen. A good example would be "Seventeen" or "Calling All Girls". Then again, the product may be of such a nature that only persons in the upper income brackets can purchase it. For example, if

MALE VS FEMALE INFLUENCE IN BRAND SELECTION

"Who originally decided on the make or brand?"

MEN'S INFLUENCE

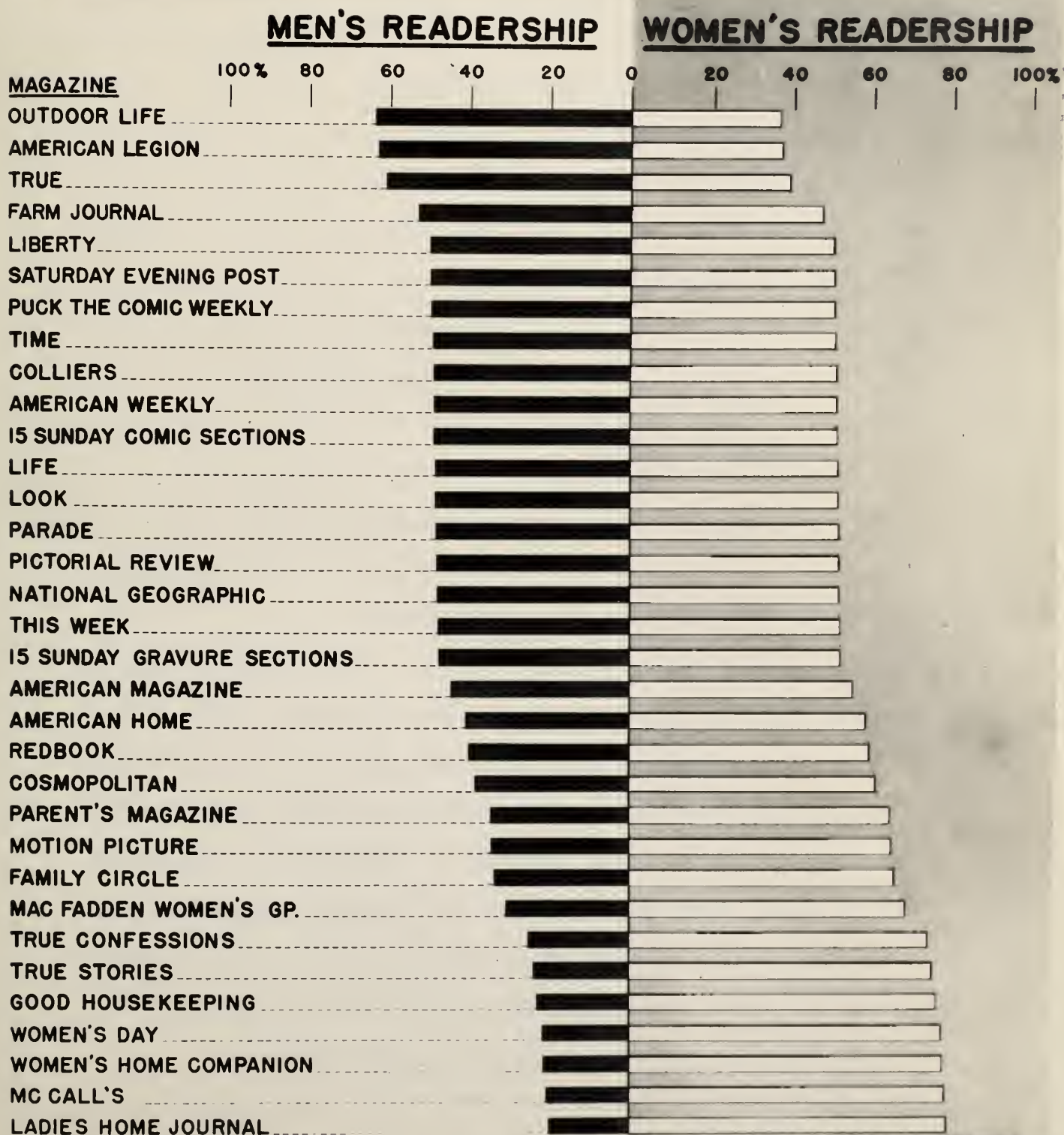
WOMEN'S INFLUENCE



SOURCE: PAWCETT PUBLICATIONS, INC., RESEARCH
DEPARTMENT FOR TRUE MAGAZINE - 1948

Chart 2

MEN AND WOMEN READERSHIP* OF NEWSPAPERS, SUPPLEMENTS AND MAGAZINES



*BASED ON:
NUMBER OF READERS 18 YEARS & OVER PER 100 COPIES

Source: Starch Thirty-Sixth Consumer Magazine
Report for Period Jan.-Dec. '47. Pub. Jan. '48.

the product were an expensive item of clothing or jewelry, serious consideration should be given to the purchase of space in "Harper's Bazaar" or "Vogue".

These magazines are selected only as illustrations. There are others that could do the job as well. The purpose of these comments is to emphasize the fact that a buyer of media must have a clear profile of the person he wants to reach and talk to. The following vital statistics about the purchaser of the product to be advertised must be known:

Percentage of users by:

Men and Women
Age Groups
Income Groups
Educational Groups

However, there is still another question to be answered:

Where is the product sold or used?

If an advertiser or a buyer of advertising media believes he finished studying geography in grammar or high school, he is soon to be disillusioned when he sets out to buy media. The usage of many products and services follow geographical patterns. A product may be sold or used in the New England states or, on the other hand, only in the South because of the distribution policy of the manufacturer or because of climate and season.

A good example of such a product is fuel oil. Many homes in the south do not have oil burners installed

because of the climate. Thus it can be said that the fuel oil consumption in the market is far below that of the northern states which are subjected to severe winters. Then again, a manufacturer may purposely confine his distribution to a limited area. He may wish to concentrate his effort in one or two markets rather than compete with other manufacturers by selling nationally. In such instances as these, a media buyer can only purchase a medium which has an audience limited to a specific market area. Local newspapers, local car cards, local posters or local radio stations would be possible media for this type of product. The Sales Department of a manufacturer should be able to give the Advertising Department a percentage breakdown of sales by sales territories. Actual case or dollar sales are not necessary. A tool such as this can be a big help in deciding where to spend the advertising appropriation. It is necessary also to find out the percentage of the sales made in each month or in each quarter of the year. It seldom pays to try to "swim upstream" in advertising. One advertiser can't change consumer buying habits.

The reason for outlining these questions and examples of typical answers is merely to point up the fact that many characteristics of the usership or distribution of an advertised product must be known. It is not sufficient to merely have a profile of the user. The

advertiser must know where the buyer lives and when he buys. In fact, it would be well to know how often the consumer buys or uses the product.

With the answers to these questions in mind, an advertiser can proceed to the intelligent analysis of media. Several questions should be answered by each medium in order that the correct media can be chosen which will best reach the consumer of the product.

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CHAPTER II

GENERAL MEDIA DATA REQUIRED BY ADVERTISER OR MEDIA BUYER

Important Questions to be Answered by Buyer of Media

After an advertiser has thoroughly digested the characteristics of the product to be advertised, he can intelligently turn to the task of buying media. To do this efficiently a study of each medium should be made, always bearing in mind the following questions:

How would you describe the medium?

To wisely choose a medium, the purchaser of space or time should have an idea of the general nature of what he is buying. An advertiser should know whether or not a medium is local in nature or whether or not it qualifies as a national medium. Some media adapt themselves to advertisements which have more copy and need more thorough readership than other media which are limited to the announcement or poster treatment of copy. If several markets are going to be covered by the campaign, an advertiser should know whether or not the media under consideration can be purchased in all of the markets. In other words, he should know the difference between a spot or local radio program and a network program.

An advertiser should have clearly in mind the broad specifications or nature of each medium in which his product could be advertised. In answering a later question

"Are there any special or unusual characteristics of readership?" the detailed advantages or limitations of each medium should be analyzed with a magnifying glass. It is the intention of this report to point out most of the unusual characteristics.

What is the Editorial Content That Attracts the Audience?

An advertiser of any product, whether it be a breakfast cereal, a cigarette, a suit of clothes or a Buick automobile, should be interested in the general atmosphere of the media in which his copy appears. Let no one say that an ad is not judged (which means the product, too!) by the company it keeps. The editorial content of printed advertising media is the one factor which determines who reads the publication. Naturally, the home service content in a magazine like "Better Homes and Gardens" is bound to attract home owners or potential home owners. On the other hand, a newspaper like the "Police Gazette" is bound to attract male readers interested in anything but recipes or sewing. This does not mean that the market represented by the readers of the latter is not a good market for certain types of products. The purpose of the illustration is to emphasize the fact that an advertiser should decide where he wishes his ad to appear. Ads are associated to a certain extent with the publication in which they appear. If the product is one used by everyone, every day in the week, perhaps the "frame work" in which the ad appears is of little importance. The advertiser, or the

advertising agency must work this problem out, bearing in mind the answers to the questions about who uses the product.

Who are the Readers or the Listeners?

The answer to this question is quite simple. Nearly every advertising medium knows the percentage of men and women who read or listen to the respective publication or radio station. The medium usually knows, too, the division of the audience into age groups and income brackets. For example, if an advertiser is selling flour for baking purposes, he should know whether or not 20% or 80% of the people who might see his ad are women. In this instance it would be a good idea to have a married and single breakdown. The readership of LIFE magazine is substantially different from GOOD HOUSEKEEPING.

Are There any Special Or Unusual Characteristics of Readership?

Many advertising media have special or unusual characteristics. It goes without saying that the overall pattern of newspaper readership is as universal or as average as an advertiser could possibly find. Yet, if a study of numerous readership surveys were summarized, one would find special readership habits within a newspaper. For example: the high women readership of the women's page and, conversely, the high relative male readership of the financial or sports pages. Then again, the listening pattern of daytime radio during the week varies from evening radio. Naturally, the

former has a very high percentage of women listeners when compared with evening listening habits. Then, too, one medium may have a comparatively short life when compared with another. For example, a one-minute spot announcement vs. a daily newspaper vs. a poster. Today, buyers of magazine space should investigate very carefully the problem of thick issues with hundreds of pages. Many ads will go relatively unread in such publications. All factors such as these must be taken into consideration.

What Products are Advertised in the Medium?

Usually, but not always, the consensus of opinion is a fairly good judge of a medium as a whole, or of an individual publication. It is a good idea always to check the type of advertisers using a particular publication. Food advertisers know the publications read by the buyers and consumers of food products. The same is true of toilet goods, automobiles, farm implements, women's clothes and most of the other products. In rebuttal one might say that it is not a good idea to battle so much competitive advertising. Perhaps it always isn't, but be sure not to plant advertising messages upon barren soil if ever one does decide to be a pioneer. Usually, those who do this buy a great deal of waste circulation: circulation wasted on consumers who never buy or use the product advertised.

How Large is the Audience?

The answer to this question is one of the most important of all. Large audiences usually mean large numbers of readers of ads or many listeners to radio commercials. From circulation or audience figures - when divided into the cost of the space or radio program - come one of the best yardsticks of advertising value: the cost per thousand circulation or the cost per thousand listeners. The details of this calculation will be explained in later chapters.

How is the Audience Counted?

As each week passes, the procedures or techniques used to check the number of readers or listeners improve. It is important to know whether or not a circulation figure is accurate. After all, if an advertiser pays for 100,000 readers he ought to be sure that the publication is delivering that number - otherwise the cost per thousand circulation means nothing. Today, most media have associations which sponsor audits of the circulation and audiences. These audits will be explained as each medium is reviewed.

How Much Does it Cost to Reach the Audience?

In other words, what is the cost of one line of advertising? one page? one minute or one hour? Most reliable or responsible media have rate cards which give this data. Then again there are services such as Standard Rate and Data which report on all the basic data such as rates

circulations, etc., for the more important media. The significant element in a rate is its correlation with the audience data in order to arrive at a cost per thousand persons reached.

What are the Sources of More Information on the Medium?

Although the following chapters will attempt to explain in some detail the answers to all of the above questions, other sources of data will be listed. Because of this it is planned to give a bibliography at the end of each chapter rather than at the end of the report.

Due to the importance of all of these questions which have been so briefly outlined in the preceding paragraphs, and because they follow in logical sequence, the analysis of each medium in later chapters endeavor to answer these questions.

Outline Used in Reporting Upon Each Medium

In order to answer the questions posed in the preceding paragraphs the following outline will be used in reporting on each medium:

A Description of the Medium

The General Characteristics of the Editorial Content

A Profile of the Audience Reading or Listening to
the Medium

Characteristics of Readership or Listenership

Types of Products Advertised in Medium

Size of Circulation and Audience

Sources of Circulation or Audience Data

The Rate Structure

Bibliography or Sources of Additional Data

CHAPTER III

NEWSPAPERS - R.O.P. ADVERTISING

Daily, Sunday, Weekly, Bi-weekly and Tri-weekly

Description of Newspapers

Newspapers are one of the leading instruments of communication used in the world today. They are comparable to the radio or to the telephone. Without a newspaper, a person in Portland, Maine would not know nearly so well what is happening in his own city, in New York City or in London, England. In addition to the news, a man can read about the accomplishments of the athletic teams playing his favorite sport or he can find out where he can buy an automobile. A woman can follow the activities of the local social clubs or she can find the answer to where to buy a fur coat or a can of beans.

Newspapers are a universal medium read by men and women of all ages, of every economic status. To word it differently, newspapers are read by every race, every color and every creed in every section of the United States. This is a result of the diversity of appeal in the editorial content. Newspapers are very flexible, too. An advertiser can purchase space in a newspaper in almost any city or town in the country. N. W. Ayer and Son's Directory of Newspapers and Periodicals lists for 1947 the following number of newspapers in the United States:

Daily	1,872
Tri-weekly	28
Semi-weekly	273
Weekly	9,749
Fortnightly	10
Bi-weekly	6
monthly	<u>12</u>
TOTAL	11,950

The frequency with which they are issued assists in making them flexible. An advertiser can reach his audience almost any day of the week. The release of an ad can be timed to coincide with any special sales plan of a manufacturer.

Newspapers can produce quick results. A department store or a national advertiser can advertise a sale and get buyers into a store in a few hours.

Although local in nature, newspapers are a national medium: space in this medium can be bought in every city thus making it possible to run a national campaign. Then again, too, newspapers render market services to advertisers in that their organization will solicit advertisements from local businessmen to tie-in with campaigns of national advertisers.

However, there are limiting factors which must be considered. The paper used does not permit high grade illustration. Then too, the reader of a newspaper is very transitory in his reading habits - newspapers are read quickly and then discarded. The very fact that the medium is universal means that an advertiser desiring a selective audience cannot get it without buying circulation which is undesirable

due to the fact that much of the circulation goes to readers who are not capable of buying the product, or do not use it. One factor which should be realized is the necessity of investing large sums of money in order to cover the entire country. For example, to purchase space in most of the cities in the country over 25,000 population, a total line rate might run as high as \$90.00 per line, or \$90,000 for just one 1,000-line ad or two 500-line ads. This line rate would include about 475 newspapers in 450 cities. The total circulation would be 36,367,000. As is true of many media, newspapers have a complicated rate card. There are many different rates for different positions and for different quantities of space bought. Advertising agencies must buy space through many representatives. It is also necessary to pay each paper separately. Of course, the advertiser doesn't have this problem because he pays one bill submitted by the Agency. The advertising agency usually submits one invoice each month or one a quarter or on some other basis mutually agreed upon between the advertiser and his agency.

General Characteristics of Newspaper Editorial Content

Newspapers are divided into many pages or sections, each covering a different subject. Generally speaking the newspaper can be divided as follows:

- Front Page
- Editorial Page
- Combined news and advertising pages
- Woman's Page or Society Page, combined with advertising

Sport pages
 Financial pages
 Radio and/or movie page
 Classified advertising pages
 Comic pages

Each of these sections receive a different type and a different amount of readership. The Advertising Research Foundation published in 1946 a summary of 100 of its Continuing Study of Newspaper Reading surveys begun in July of 1939. The report summarizes 100 studies of daily newspapers, ranging in size from 16 to 56 pages and in circulation from 8,570 to 264,287 with a combined circulation of 7,776,665. Conclusions were based upon 44,986 interviews with men and women 18 years and older.

In the first 100 studies, the Foundation analyzed 89 newspapers in 81 cities. The report lists two precautions which should be remembered when studying the percentages:

"First, percentage figures quoted in this report should not be applied to any one city since they are medians based on the consolidation of 100 individual studies. And percentages for individual studies vary widely. Naturally to arrive at any median (a type of average), there must be an equal number of percentage figures above and below the median figure. If finer breakdowns of these median figures are desired, individual reports should be consulted to determine readership variations for similar features from city to city.

"Second, percentage figures reported herein cannot be projected to establish the number of readers or the cost per reader for any items. As explained in the procedure section....., the survey generally is laid out to match as closely as possible the city zone circulation of the newspaper studied. But the ratings cannot be projected because interviewers recorded only interviews made with admitted readers

of a newspaper. No record is made of persons who received a newspaper but did not read it before the interview, or who may have received the paper but who were not at home when the interviewer called. Neither is any record made of the number of readers in each family visited. All such people should be included in a sample to project the number of readers or to compute the cost-per-reader."

However, after taking into consideration the above limitations this report does give an excellent idea as to the relative degree of readership of the different sections or pages of a newspaper. The percentages should not be applied to an individual paper. It provides a yardstick which measures the popularity of the different pages and most important of all, the male versus female preferences.

The following figures represent the percentage of those persons interviewed who read one or more items within the classification designated.

<u>Classification</u>	Men			Women		
	<u>High</u>	<u>Low</u>	<u>Median</u>	<u>High</u>	<u>Low</u>	<u>Median</u>
<u>Editorial Departments:</u>						
Editorials	77%	17%	45%	63%	9%	29%
Editorial Page Items	96	50	85	96	43	80
Comics	96	53	80	94	50	78
Financial News	49	4	26	36	1	9
Radio Programs or News	76	5	40	83	9	51
Society News or Pictures	86	1	37	98	34	84
Sports News or Pictures	95	29	77	82	6	35

Advertising Departments:

Advertising (except classified)	97%	55%	80%	100%	81%	95%
National Advertising	92	23	53	89	20	60
Local Advertising	94	48	73	99	75	94
Dept. Store Advertising	75	2	38	96	16	84
Classified Advertising	69	12	37	68	11	43
Amusement Advertising	66	15	43	78	19	60

TABLE 1.

Newspaper Reading by Types of Content and
by Occupational Groups

Percentage figures represent the percentage of persons interviewed who read one or more items of the character designated.

	Group <u>A</u>	Group <u>B</u>	Group <u>C</u>	Group <u>D</u>	<u>All Groups</u>
<u>MEN</u>					
Editorials	58%	52%	45%	38%	46%
Editorial Page Items	86	82	82	79	82
Comics	68	74	81	81	79
Financial News	39	34	25	18	27
Radio Programs or News	35	35	40	41	39
Society News or Pictures	39	35	36	36	36
Sports News or Pictures	72	73	76	76	75
Advertising (except classified)	71	77	80	80	79
National Advertising	46	50	54	54	52
Local Advertising	63	69	73	73	41
Dept. Store Advertising	30	34	37	37	36
Classified Advertising	27	33	39	40	37
Amusement Advertising	34	37	44	48	42
<u>WOMEN</u>					
Editorials	44	38	28	24	30
Editorial Page Items	81	81	79	75	79
Comics	66	73	78	81	77
Financial News	16	13	11	9	11
Radio Programs or News	41	43	49	49	47
Society News or Pictures	82	82	79	74	79
Sports News or Pictures	38	38	39	39	39
Advertising (except classified)	92	94	95	94	94
National Advertising	51	54	60	63	59
Local Advertising	90	92	93	93	93
Dept. Store Advertising	77	80	81	80	80
Classified Advertising	33	37	44	48	43
Amusement Advertising	50	57	59	59	58

Group A: Doctors, lawyers, dentists, manufacturers, executives, large wholesale and retail dealers and similar persons.

Table 1. - continued

- Group B: Junior business executives, high school and grade school teachers, departmental managers, accountants, better-class salesmen, store-keepers and others.
- Group C: Skilled labor, locomotive engineers, policemen, office clerks, stenographers, and others similarly skilled.
- Group D: Unskilled workers, truck drivers, servants, store clerks and other unskilled persons.
- Source: The Continuing Study of Newspaper Reading - 100 Study Summary conducted by the Advertising Research Foundation.

The significant figures in Table 1. are the high percentage of readership for all advertising. An advertiser selling to women could safely conclude that space next to local or department store advertising or on the society page would be far better than on the financial, sports, classified or amusement pages.

For men, it seems that the sports, comics and near editorial page items would be preferable to financial, department store advertising and society news or picture pages. Even local advertising is apparently well read by men.

Reading of Types of Content by Occupational Groups, Table 1, indicates that advertising is read more heavily by the C and D readers than by A and B. In each of the four occupational groups, the percentage of women reading any

advertising except classified is higher than the reading of material in any of the seven editorial classifications. The male readership among the four occupational groups has a wider spread. Readership by men of department store and national advertising varies only seven to eight percentage points.

The above conclusions are substantiated by the analysis of readership by types of pages rather than readership by editorial material or advertising classifications. Variations in reading by types of pages are shown in the following summary:

	No. of Pages Studied	Men			Women		
		High	Low	Median	High	Low	Median
Front Pages	99	100%	94%	98%	100%	91%	98%
All General News, Sports, Society and Women's Pages with Advertising	1967	98	6	62	99	3	73
All General News Pages with Advertising	1451	98	7	66	99	15	75
All Women's and Food Pages-no Society Pages but includes Pages with and with- out Advertising	146	76	6	20	95	46	72
All Society Pages, with and without Advertising	153	96	6	34	98	40	83
All Sports Pages with and without Advertising	233	94	27	68	89	3	27

Front pages lead both sexes in readership. Next most popular with men is the sports page - next most popular with women after the front page is the society page. The third ranking page with both men and women is general news pages with advertising.

A Profile of the Audience Reading Newspapers

It is often said that newspapers are a universal medium. By universal it is probably meant that newspapers are read by everyone. It is true that newspapers are the most universal medium. There are many surveys which bear out this conclusion.

Between May 21 and June 8, 1945 a nationwide survey was made for the Book Manufacturers' Institute by Dr. Henry C. Link of the Psychological Corporation and Dr. Harry A. Hopf of the Hopf Institute of Management. The results were published in the first few pages of a booklet "A.N.A.N. presents the findings of its Penetration Study" which was published and distributed by the American Newspaper Advertising Network.

In reading the results of this survey it should be remembered that the figures only give a quantitative answer in a general way. These figures prove only the fact that newspapers are a mass medium. Some answers to question about the quality of readership are given in the same booklet in reporting on the results of another survey conducted for the A.N.A.N. which are reviewed in later paragraphs in

this same chapter.

The first survey was the result of 4000 interviews in 106 cities and towns across the country. Dr. Link found that 85% of the people in the United States read newspapers, 74% listen to the radio and 40% read magazines: all on what might be classified as a regular basis. The sample used was reported to be a representative cross section of the United States. The study found that 85% of the men and 85% of the women read newspapers. For radio listening, the breakdown was 73% for the men and 75% for the women. For magazine reading, the breakdown was 38% for the men and 41% for the women. The survey, in analyzing the reading of newspapers by educational groups, by age groups and by economic groups reads as follows:

"In each educational group newspaper reading leads magazine reading or radio listening. And the newspaper lead increases as the educational level goes up. 73% of the men and women with grade-school education, 88% of those with high school education, and 93% of those who have gone to college read newspapers regularly."

"In each age group, Dr. Link discovered, newspaper reading has a considerable margin over radio listening or magazine reading. He found, also, that there is a remarkable uniformity among the six age groups in the percentage of people who read newspapers regularly...with a variation of only 4% between the lowest figure (83%) and the highest (87%)."

The six age groups used in the survey are: 15-19 years; 20 - 29 years; 40 - 49 years; 50 - 59 years and 60 years and over.

"In each economic group, too, Dr. Link's survey revealed, the people who read newspapers regularly, outnumber those who listen to the radio or read magazines. It revealed, also, that the higher the income group, the higher is the percentage for newspaper reading...75% for the low bracket, 88% for the medium, 92% for the high."

The high group were those with incomes over \$3,000; the medium ranged from \$2,000 - \$3,000 and the low were those receiving under \$2,000 per year.

Characteristics of Newspaper Readership

The Continuing Study of Newspaper Reading, 100 Study Summary mentioned previously reveals other special characteristics of newspaper readership.

Apparently the left hand page of a newspaper gets slightly better readership than the right hand page. Two analyses were made. The results are as follows:

	Men		Women	
	<u>Left Page</u>	<u>Right Page</u>	<u>Left Page</u>	<u>Right Page</u>
<u>All Pages</u> (3002 pages analyzed)	1504	1498	1504	1498
High Page	98%	100%	98%	100%
Low Page	3	3	1	1
Median Page	64	61	74	71
<u>Pages with General News and Advertising</u> (1451 pages analyzed)	728	723	728	723
High Page	98%	98%	98%	99%
Low Page	10	7	15	22
Median Page	68	63	77	74

To many advertisers the day of the week readership pattern is significant. The Continuing Study of Newspaper Reading reports on a six consecutive weekday analysis of the Troy, New York, TIMES RECORD. The survey was made with 3000 individual interviews covering the issues of March 19 through March 24, 1945. This report, which covered Monday through Saturday, gives advertisers some indication of the day-by-day readership of daily newspaper advertisements. Incidentally, this survey showed that equal attention was given to left and right hand pages every day. The analysis indicated that more women read both national and local advertisements on Thursday. For men, Monday was the best day for interest in national advertising and Wednesday for local ads.

Readership for department store advertising was greatest for men and women on Tuesday. The next best days among women were Friday and Thursday and for men the next best days were Thursday and Monday.

Table 2. gives the detail results of the survey.

TABLE 2.

DEPARTMENTAL READING OF THE TROY, N.Y. TIMES-RECORDSIX ISSUES - March 19 - 24, 1945Editorial Departments

<u>Men</u>	<u>Mon.</u>	<u>Tues.</u>	<u>Wed.</u>	<u>Thurs.</u>	<u>Fri.</u>	<u>Sat.</u>
Editorials-on editorial page	67%	60%	68%	61%	64%	60%
Editorial Page Items	87	86	88	89	88	89
Comics	66	63	64	71	70	66
Radio Programs or News	49	50	51	44	52	54
Society News or Pictures	54	50	48	51	46	42
Sports News or Pictures	70	70	73	88	87	78

Women

Editorials-on editorial page	53	46	54	42	48	49
Editorial Page Items	86	85	90	88	89	89
Comics	69	66	69	65	68	68
Radio Programs or News	50	57	60	51	54	62
Society News or Pictures	93	94	95	94	90	91
Sports News or Pictures	18	18	42	76	73	30

Advertising DepartmentsMen

Advertising-excluding classified	72	68	77	73	66	55
National Advertising	46	41	36	38	36	29
Local Advertising	65	62	74	67	56	50
Department Store Advertising	20	36	12	25	15	2
Classified Advertising	48	46	46	39	41	42
Amusement Advertising	44	44	54	48	42	43

Women

Advertising-excluding classified	92	92	93	96	94	76
National Advertising	48	52	44	53	39	29
Local Advertising	91	91	92	96	93	75
Department Store Advertising	76	85	59	80	81	22
Classified Advertising	52	53	59	52	52	50
Amusement Advertising	65	61	68	65	60	61

The A.N.A.N. booklet reports on a survey made in Toledo, Ohio in December, 1946, by Marion Harper Associates, Inc. The study answers one qualitative question about the length of readership. It is possible that many advertisers are inclined to exaggerate the transitory readership of newspapers. The report indicates that the average individual over 10 years of age spends one hour and 12 minutes per day in reading weekday newspapers. Adults over 18 years of age, the average reading time per day is one hour and 20 minutes. If the results are divided into men and women the times would be as follows:

Men over 18 years - 1 hour 30 minutes

Women over 18 years - 1 hour 12 minutes

It is interesting to note that teen-age boys from 14 to 18 years spend 36 minutes per day and teen-age girls spend 42 minutes per day reading daily newspapers. The figures as such could represent reading of some one section of the newspaper such as the comic page or the sport page.

By economic groups the results are as follows:

<u>Men over 18 years</u>	<u>Groups</u>	<u>Women over 18 years</u>
1 hour 41 minutes	High	1 hour 29 minutes
1 hour 31 minutes	Medium	1 hour 16 minutes
1 hour 26 minutes	Low	1 hour 8 minutes

This study indicates that those men and women in the higher income brackets spend more time reading daily newspapers.

It is interesting to note that men in the lowest income

bracket read a paper very nearly as much as women in the highest income group.

By educational groups the survey reports:

<u>Men over 18 years</u>	<u>Groups</u>	<u>Women over 18 years</u>
1 hour 29 minutes	Grammar School	1 hour 14 minutes
1 hour 27 minutes	High School	1 hour 13 minutes
1 hour 36 minutes	College	1 hour 17 minutes

Evidently the educational status does not make a substantial difference in length of readership. This amplifys the statement that newspapers are a mass medium.

Types of Products Advertised in Newspapers

As might be expected, because of the universal readership of newspapers, the products advertised in this medium are too numerous to list in any great detail. However, it is reasonable to say that almost any product or service can be found advertised within the pages of a newspaper.

Newspaper advertising may be classified as either display, classified or office advertising. Display advertising is an all inclusive term which covers retail ads, automotive ads, financial and general advertisements. The latter is the classification which includes most national product advertising. Along with retail advertising, these classifications are of primary concern to the advertiser because they are indicative of space buying habits.

To give somewhat of an idea of the many different types of products advertised in this medium it is well to look at a classification chart of lineage summarized by newspapers and by products in Media Records. This is a publication published for Advertising Agencies and Advertisers. For example, retail advertising on this chart would include:

- Amusements
- Book Stores
- Building Supplies
- Clothiers
- Department Stores
- Drug Stores
- Furniture Stores
- Grocers
- Stationers

Even the automotive classification covers a very broad list of merchandise:

- Aviation
- Garages or Service Stations
- Gasoline and Oils
- New and Used automobiles and trucks

The financial classification would include such advertisements as:

- Banks or Trust Companies
- Brokerage Houses
- Stock and Bond Issues

A few samples of the general classification of advertisements are:

Agriculture

Alcoholic Beverages

Grocery products such as beverages,
meats, soaps and cereals

Hotels and Resorts

Insurance

Jewelry or silverware

Radio Sets or Stations

Tobacco

Toilet requisites such as dentifrices,
perfumes and tooth paste

Transportation

One can readily see, from the sketchy lists above, that most products are at home in this medium. Of course, this means too, that most products will find stiff competition within the pages of a newspaper from many competing brands. For example, a cigarette manufacturer will find Camels, Lucky Strikes, Chesterfields and Old Gold's along with many others using newspaper or supplement schedules. Today it is very difficult for an advertiser to dominate a medium. The only alternative or remedy is to make sure that the ad is the strongest; that the size is adequate and that the frequency is often enough.

The best way to become familiar with the character of advertisements appearing in newspapers is to check, page by page, the ads appearing in the home town paper. It doesn't take very long to realize how many different kinds of products are advertised. If the paper is a very small town publication, get a copy of a city newspaper like the Boston, Mass. TRAVELER, the Cleveland, Ohio PLAIN-DEALER, the Chicago, Ill. TRIBUNE or the Los Angeles, Calif., EXAMINER.

Size of Newspaper Circulations and Audiences

The size of a newspaper audience may vary in direct proportion to the extent of the coverage of the campaign. A small town newspaper may have a circulation of only a few thousand. If the newspapers in many cities are consolidated into a national campaign the total circulation could easily exceed 36 million. The circulation figure quoted by the Audit Bureau of Circulation is the official count of the number of copies of a newspaper sold each day.

A great deal of data has been published on the "pass on" circulation of magazines: little, if anything, has been written about possible "pass on" circulation of newspapers. The A.N.A.N. booklet, previously mentioned in this paragraph reports on this phase of readership in analyzing the Toledo, Ohio study which says, "The average copy of the weekday newspaper is read by 2.7 persons."

The report mentions that -

67.6% of the adult men, 72.1% of the adult women,
read one weekday newspaper regularly.

25.8% of the men, 22.8% of the women, read two
papers.

4.4% of the men, 3.1% of the women read three or
more regularly.

Sources of Newspaper Circulation Data

Circulation is one of the most important of all yardsticks applied to newspapers. Unless an advertiser knows how many potential readers can be reached by an advertisement, the relative effectiveness of one newspaper over another or of one medium over another is never accurately known. An advertiser pays out his money for the expressed purpose of reaching an audience. Today, nearly every reliable printed publication - newspapers, magazines, trade papers and farm papers permit their records to be audited by the Audit Bureau of Circulation. The results of these audits are reported by the Bureau in individual reports for each publication and are summarized in capsule form in the Standard Rate & Data Service.

The Standard Rate & Data Service reports on newspapers once a month. The newspaper listings contain such data as: Name, address, when published, circulation, general rates for black-and-white space for daily and Sunday editions, color rates, product rates, open rates, bulk lineage and contract rates, special position charges

minimum depth sizes, classified rates, reading notices, contract and copy regulations, closing dates, mechanical requirements and representatives of the newspapers.

The newspaper section issued each month publishes data on approximately 2100 daily and Sunday newspapers in the U.S., its possessions, the Phillipines and Canada. On the 15th of January and July, Standard Rate & Data Service issues essentially the same information on A.B.C. (Audit Bureau of Circulation) weeklies, semi-weeklies and tri-weeklies. A newspaper map section is issued annually on April 1. Maps show counties, cities and towns. A city or a town is designated by a symbol which denotes whether or not the city or town has a daily newspaper. Market data is also listed. The circulations published in S R D S are either sworn to by the publisher, government figures or as published by A.B.C.

The Audit Bureau of Circulation was established in the late fall of 1913 and then named "Bureau of Verified Circulations" in New York and a similar organization "Advertising Audit Association" was organized in Chicago. A consolidation took place early in 1914. The first action of the merged group at its initial convention in Chicago on May 20-21, 1914 was to change the name to the present one. First standard circulation blanks were issued to member publications July 29, 1914 and auditing commenced September 21.

The control and management of the organization is vested in a Board of Directors with 27 members. The board is organized as follows: twelve advertisers, three advertising agencies, six newspaper publishers, two magazine publishers, two farm publication publishers and two business paper publishers.

Advertiser membership in the Bureau costs \$48 per year plus additional charges ranging to a maximum of \$228 if Publisher's Statements and Audit Reports for more than 100 publications are furnished by the Bureau. Fees are less if the service is purchased on a regional or local basis.

Advertising Agency members pay dues which are based upon the amount of space billings handled annually by the Agency. The rates range from \$180 for billings under \$250,000 to \$840 for billings of \$5,000,000 and over. Membership entitles an agency to the Audit Reports and Publisher's Statements of all A.B.C. newspapers and periodicals. Here again the service can be purchased on a regional basis.

Publishers' dues are based on total average distribution. The fee ranges from a minimum of \$62.40 in the case of publications having distribution under 2000 copies per issue to \$957.60 for a magazine of 2,000,000 copies per issue. Only publications with paid membership are admitted to the Bureau.

Audit Reports give the following information:

- a. The amount of net paid circulation
- b. Circulation in city and retail trading zones
- c. Net press runs by editions, time of issue and
where distributed
- d. How many copies sold in bulk
- e. How much do readers pay - single copy and sub-
scription prices.
- f. What is the policy on returns and allowances
- g. What subscription inducements are offered
- h. How many subscribers are in arrears
- i. Circulation of newspaper by counties and outside
towns.

Newspaper Rate Structure

Most newspapers in the United States have a rate card which give all the necessary data about rates, circulation and mechanical requirements. However, the best source of data is "Standard Rate & Data Service." This is a compilation of data about all newspapers that are worthwhile. Under each newspaper all such data as rates, discounts, mechanical requirements and circulation are quoted.

Newspapers charge so many dollars or so many cents per line. There are 14 lines to one inch in a newspaper column. Newspapers vary in the number of columns across each page. Simply, rates projected to costs is merely a matter of one multiplication. For example, a 100-line ad

at \$.25 per line would cost \$25.00 or a 300-line ad at \$.50 per line would cost \$150.00. Incidentally, the 300-line ad or most any ad for that matter can extend across more than one column. For example, if the 300-line ad were 2 columns in width, the ad would be 150 lines high or if it were spread across 3 columns it would be 100 lines high.

Newspaper rates are divided into local and national. The national rate is more expensive than the local rate for several reasons:

- a. It costs the publisher more money to solicit national advertising than local.
- b. A large portion of a Publisher's business is from local accounts.
- c. An advertisement of a national advertiser derives full benefit of all the circulation. The effectiveness of a local advertiser's advertisement is limited to the circulation falling within the trading area of the store.
- d. On the whole, the business of a local advertiser is more constant.
- e. Much of the local advertising, because of its immediate reader interest (grocery store and department store) helps to hold and build circulation.

Most newspapers do give quantity or frequency discounts.

For example, the Holyoke, Mass. TRANSCRIPT-TELEGRAM has a rate schedule as follows:

Open, per line	\$.13
1,400 lines or 26 insertions	.12
2,800 lines or 52 insertions	.11
5,000 lines or 104 insertions	.10

An advertiser inserting a 50-line ad every week for 26 weeks would earn the \$.12 rate per line although the total lineage was only 1300 lines. Conversely, if an advertiser ran only one 500-line ad each month for three months the rate earned would be the .12 per line rate. The total lineage would be 1500 lines.

Newspaper campaigns can vary in intensity from a few lines to many thousands of lines. A newspaper campaign can be the major effort of an advertiser and the resulting cost will be many thousands of dollars, or it can supplement a radio or magazine campaign and cost substantially less. Table 3. illustrates five lineage schedules ranging from 27,400 lines in a year to 2,600 lines. Schedules A, B and C might be considered major efforts or introductory campaigns for a new product. Then again, the three campaigns C, D and E could be considered sustaining campaigns for an established product or a supplementary campaign to be built around a radio or magazine campaign.

For the purpose of illustrating how to calculate the cost of a campaign, the procedure or thinking behind

the plans of an advertiser might be as follows. A coffee company selling in the New England market figures that sales in a 12 month period 2,000,000 pounds. The projected profit and loss statement, after a reasonable profit, leaves advertising about 2¢ a pound. This amounts to \$40,000. Table 4. lists a number of newspapers that could be used to cover the market. In other words, the campaign schedules shown in Table 3. would cost the following amounts:

2,600 lines @ \$4.32	\$11,232
5,200 " " 4.27	22,204
10,400 " " 4.25	44,200
21,000 " " 4.25	89,250
27,400 " " 4.25	116,450

The 2600 line or 5200 line campaigns are within the pocket-book of the coffee advertiser. The others are too rich for the blood of this particular advertiser. He may choose either one and the balance of the money could be allocated to buy spot radio announcements. If it is decided to concentrate entirely in newspapers, the \$40,000 would buy 9,412 lines - (\$40,000 divided by \$4.25). The schedule of insertions could be tailored to fit this total.

TABLE 3.

A SAMPLE BREAKDOWN OF NEWSPAPER LINEAGE
SCHEDULE OF INSERTIONS BY SIZE OF ADS AND BY WEEKS

Week	Sample Schedules									
	<u>A</u>		<u>B</u>		<u>C</u>		<u>D</u>		<u>E</u>	
1	1800	lines	1000	lines	500	lines	300	lines	100	lines
2	1800		1000		-		-		-	
3	1800		1000		300		100		100	
4	1000		-		-		-		-	
5	1000		1000		500		300		100	
6	1000		1000		-		-		-	
7	1000		1000		300		100		100	
8	1000		-		-		-		-	
9	1000		1000		500		300		100	
10	1000		1000		-		-		-	
11	1000		1000		300		100		100	
12	1000		-		-		-		-	
13	1000		600		500		300		100	
14	600		-		-		-		-	
15	-		600		300		100		100	
16	600		-		-		-		-	
17	-		600		500		300		100	
18	600		-		-		-		-	
19	-		600		300		100		100	
20	600		-		-		-		-	
21	-		600		500		300		100	
22	600		-		-		-		-	
23	-		600		300		100		100	
24	600		-		-		-		-	
25	-		600		500		300		100	
26	600		-		-		-		-	

Total	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Lines	19,600	13,200	5,300	2,700	1,300

(First Six Months)

Total Lines*
 (Second Six Months)

	<u>7,800</u>	<u>7,800</u>	<u>5,100</u>	<u>2,500</u>	<u>1,300</u>
Total Lineage-Year					
	<u>27,400</u>	<u>21,000</u>	<u>10,400</u>	<u>5,200</u>	<u>2,600</u>

*Based on continuing pattern of insertions of last 4 weeks
 in schedule for first six months.

TABLE 4.

ESTIMATED COST OF A NEW ENGLAND NEWSPAPER CAMPAIGN

To include cities of 100,000 and over. The following population groups are not included: 50,000 to 100,000 - 10 cities; 25,000 to 50,000 - 26 cities, and 10,000 to 25,000 - 30 cities.

<u>City</u>	<u>Newspaper</u>	<u>Edition</u>	<u>Population</u>	<u>Circulation</u>	<u>Open Line Rate</u>
Boston, Mass.	Herald-Traveler	M & E	2,032,120	404,460	\$.70
	Record-American	M & E		634,895	.70
Providence, R.I.	Journal-Bulletin	M & E	431,917	180,746	.42
Springfield, Mass.	Union-News	M & E	236,610	123,810	.28
Worcester, Mass.	Telegram-Gazette	M & E	235,125	146,263	.36
Hartford, Conn.	Times	E	238,370	89,944	.20
New Haven, Conn.	Register	E	215,034	87,221	.20
Bridgeport, Conn.	Post-Telegram	E & M	190,836	82,760	.21
Lawrence, Mass.	Eagle-Tribune	M & E	128,619	36,873	.15
New Bedford, Mass.	Standard-Times	E	126,652	54,522	.17
Fall River, Mass.	Herald-News	E	115,062	38,938	.14
Holyoke, Mass.	Transcript-Telegram	E	109,132	28,520	.13
Portland, Maine	Press Herald-				
	Evening Express	M & E	106,566	77,557	.28
Waterbury, Conn.	Republican-American	M & E	103,987	55,570	.15
Lowell, Mass.	Sun	E	101,389	38,992	.18
Pawtucket, R.I.	Times	E	101,045	36,861	.13
TOTAL			<u>4,472,464</u>	<u>2,117,932</u>	<u>\$4.40</u>

Malden, Mass., 133,000 population and Lynn, Mass., 105,153 population, for the purpose of this sample schedule, have been omitted, as have such papers as - The Boston Post, The Boston Globe and a few others.

Source of Data: Standard Rate & Data Service, June 1948.

TABLE 5.

NEW ENGLAND NEWSPAPER LINE RATES

Newspaper	Rates for:			
	27,400 li	21,000 li	10,400 li	5,200 li
	31	27	26	26
Boston, Herald-Traveler	insertions \$\$.70	insertions \$\$.70	insertions \$\$.70	insertions \$\$.70
Boston, Record-American	.70	.70	.70	.70
Providence, Journal-Bulletin	.42	.42	.42	.42
Springfield, Union-News	.28	.28	.28	.28
Worcester, Telegram-Gazette	.31	.31	.31	.32
Hartford, Times	.20	.20	.20	.20
New Haven, Register	.20	.20	.20	.20
Bridgeport, Post-Telegram	.21	.21	.21	.21
Lawrence, Eagle-Tribune	.15	.15	.15	.15
New Bedford, Standard-Times	.17	.17	.17	.17
Fall River, Herald-News	.14	.14	.14	.14
Holyoke, Transcript-Telegram	.10	.10	.10	.10
Portland, Press Herald-Evening Express	.24	.24	.24	.24
Waterbury Republican-American	.15	.15	.15	.15
Lowell, Sun	.15	.15	.15	.17
Pawtucket, Times	.13	.13	.13	.13
TOTAL	\$4.25	\$4.25	\$4.25	\$4.27
				\$4.32

Source: Standard Rate & Data Service, October 1, 1948.

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CHAPTER IV

MAGAZINE SUPPLEMENTS, ROTOGRAVURE SECTIONS AND COMIC

SECTIONS

Distributed with Newspapers

Description of Special Newspaper Sections

The previous chapter reviewed regular newspaper advertising. Omitted from analysis was a special segment of newspaper advertising which is similar in many ways to run-of-paper space but different enough to merit individual attention. This chapter will analyze special sections like the American Weekly and other publications distributed with Sunday newspapers.

The most important characteristic of this medium is the large national circulation offered by these sections. In this way, they are similar to magazines or network radio. An advertiser can buy a unit of space in one of these Sections and his ad will appear in several cities because these Sections are distributed with many different Metropolitan newspapers. Unless an advertiser has national or regional distribution which fits the pattern of certain segments of a supplement's circulation which is sold separately, an advertiser cannot use this medium. The leading Supplements are as follows:

<u>Section</u>	<u>No. of Cities</u>	<u>No. of Papers</u>	<u>Total Circulation</u>
American Weekly	20	20	9,723,695
This Week	24	24	8,928,291
Parade	23	23	4,877,260
Pictorial Review	10	10	6,500,000
Puck, The Comic Weekly	16	16	8,532,334
Sunday Comic Sections	42	48	19,560,666
Sunday Gravure Sections	23	26	15,071,035
Three Major Markets	3	3	7,344,690

A list of newspapers and the cities in which the Sections are distributed are shown in Table 6. Space in Pictorial Review can be purchased in individual cities. An advertiser need not buy the 10 cities as shown in the table. A somewhat similar situation exists for the Sunday Comic and Gravure Sections. In this instance a minimum basic group must be purchased. A local advertiser such as a department store or a local manufacturer can buy space in the Gravure Sections.

Several important advantages of Newspaper Supplements are:

- a. Because Supplements are distributed with large city newspapers, they provide a highly concentrated and effective coverage in the large metropolitan markets where national magazines are not as effective.
- b. The circulation of Supplements spill-over beyond the trading areas of the metropolitan markets.
- c. Supplements are an economical medium whether an advertiser uses black and white or four color space.
- d. Their pages offer high advertising visibility.
- e. Complete family readership is provided by Supplements.

On the other hand, Supplements do have disadvantages:

- a. Supplements, especially if an advertiser uses four color, have early closing dates several weeks prior to publication. In other words they lose the elasticity of regular black and white newspaper advertising.
- b. Some Supplements do not reproduce color as well as magazines. Advertisers relying on good reproduction of colors, such as those using an appetite appeal for a food product should be certain of the quality of reproduction.
- c. There is duplication of cities between the Supplements, the Gravure Sections and the Comic Sections.
- d. If a product is bought exclusively by some one segment of the population limited by age, by sex, or by income, the "mass medium" advantage can become a disadvantage. Under such conditions an advertiser would be buying waste circulation.

General Characteristics of Editorial Content

The Magazine Supplements, Gravure or Comic Sections are a separate section of a newspaper. They are separately folded and bound and inserted within the pages of a Sunday newspaper.

TABLE 6.LEADING NEWSPAPER SUPPLEMENTS - BY CITIES AND NEWSPAPERS

<u>The</u> <u>American Weekly</u>	<u>This Week</u>	<u>Parade</u>
Albany Times Union	Atlanta Journal	Akron Beacon Journal
Atlanta Constitution	Baltimore Sun	Boston Post
Baltimore American	Birmingham News & Age-Herald	Bridgeport Post
Boston Advertiser	Boston Herald	Chicago Sun-Times
Buffalo Courier Express	Chicago Daily News	Denver Rocky Mt. News
Chicago Herald American	Cincinnati Enquirer	Detroit Free Press
Cleveland Plain Dealer	Cleveland Plain Dealer	El Paso Times
Detroit Times	Dallas News	Erie Dispatch
Los Angeles Examiner	Des Moines Register	Ft. Wayne Jrl-Gazette
Miami Herald	Detroit News	Houston Post
Milwaukee Sentinel	Indianapolis Star	Jacksonville, Florida Times Union
New York Jrl. & American	Los Angeles Times	Long Island Sunday Press
Philadelphia Bulletin	Memphis Commercial Appeal	Newark Star Ledger
Pittsburgh Sun- Telegraph	Milwaukee Journal	New Bedford Std.-Times
Portland Oregonian	Minneapolis Tribune	Philadelphia Enquirer
San Antonio Light	New York Herald- Tribune	Portland, Me. Sunday Telegram
San Francisco Examiner	Philadelphia Bulletin	St. Paul Sunday Pioneer Press
Seattle Post- Intelligencer	Pittsburg Press	Syracuse Herald- American
Syracuse Herald- American	Portland Oregon Journal	Toledo Blade
Washington Times Herald	Rochester Democrat & Chronicle	Washington Post
	St. Louis Globe Dem.	Wichita Eagle
	San Francisco Chronicle	Youngstown Vindicator
	Spokane Spokesman- Review	Salt Lake City Tribune
	Washington Star	

TABLE 6. - Continued

<u>Pictorial Review</u>	<u>Puck The Comic Weekly</u>	<u>Gravure Sunday Sections</u>
N.Y. Journal American	Albany Times Union	Atlanta Journal
Chicago Herald- American	Atlanta Constitution	Baltimore Sun
Baltimore American	Baltimore American	Boston Globe and/or Herald
Boston Advertiser	Boston Advertiser	Buffalo Courier- Express
Detroit Times	Chicago Herald-Am.	Chicago Tribune
Los Angeles Examiner	Detroit Times	Cincinnati Enquirer
Milwaukee Sentinel	Los Angeles Examiner	Cleveland Plain Dealer
Pittsburgh Sun- Telegraph	Milwaukee Sentinel	Des Moines Register
San Francisco Examiner	N.Y. Journal American	Detroit News and/or Free Press
Seattle Post-Intelli- gencer	Philadelphia Bulletin	Indianapolis Star
	Pittsburg Sun	Los Angeles Times
	San Antonio Light	Milwaukee Journal
	San Francisco Examiner	Minneapolis Tribune
	Seattle Post- Intelligencer	New York News
	Syracuse Herald-Am.	Philadelphia Inquirer
	Washington Times Herald	Pittsburgh Press
		Providence Journal
		St. Louis Globe- Democrat and/or Post-Dispatch
		St. Paul Pioneer Press
		Seattle Times
		Springfield Republican
		Syracuse Post- Standard
		Washington Star
<u>Three Major Markets</u>		
Chicago Tribune		
New York News		
Philadelphia Inquirer		

TABLE 6. - ContinuedSunday Comic Sections

Basic Metropolitan Group -

14 Cities

Baltimore Sun
 Cleveland Plain Dealer
 Des Moines Register
 Milwaukee Journal
 Minneapolis Tribune
 Philadelphia Inquirer
 Pittsburgh Press
 St. Paul Pioneer Press
 Boston Globe and/or
 Herald
 Chicago Tribune and/or
 Sun and Times
 Detroit News and/or
 Free Press
 New York News and/or
 Herald Tribune
 St. Louis Globe Democrat and/or
 Post Dispatch
 Washington Star and/or Post

Optional Group - 15 Cities

Atlanta Journal
 Buffalo Courier-Express
 Charlotte Observer
 Cincinnati Enquirer
 Columbus Dispatch
 Dallas News
 Houston Chronicle
 Indianapolis Star
 New Orleans Times-Picayune
 Omaha World-Herald
 Providence Journal
 Rochester Democrat &
 Chronicle
 San Antonio Express
 Springfield Republican
 Syracuse Post-Standard

Metro Pacific Group - 13 Cities

Fresno Bee
 Long Beach Press-Telegram
 Los Angeles Times
 Oakland Tribune
 Phoenix Arizona Republican
 Portland Oregon Journal
 Sacramento Bee
 Salt Lake Tribune
 San Diego Union
 San Francisco Chronicle
 Seattle Times
 Spokane Spokesman-Review
 Tacoma News-Tribune

The Magazine Supplements like the American Weekly, This Week, Parade, Pictorial Review and the First Three Markets have a lively, dynamic editorial content that appeals to everyone. These publications are edited for family readership. Within their pages, a reader will find fiction, general news, and feature articles on homemaking, food, fashions, beauty, child care and others. Parade and the First Three Markets Group have an editorial pattern similar to a limited extent to that of Life and Look. They use the picture-caption technique.

The Gravure Sections follow the picture-caption treatment of layout, too. These sections are picture pages printed in monotone or color and are primarily made up of news pictures and pictures of local interest. They do offer high advertising visibility.

Comic Sections are just what the name implies. There is no editorial content other than the comic strips. The usual display type of layout, which most advertisers use and is best suited to their purpose, does not secure as high a readership in comic sections as does the comic (continuity type) of copy and layout. Comic Sections, like Supplements and Gravure, offer the advertiser high visibility for his copy.

A Profile of the Audience Reading Supplements

Supplements are a mass medium: they are read by men and women, boys and girls, young and old or married and

single. For example, the American Weekly circulation and readership figures as shown in Table 7 are fairly well indicative of the entire field. The total circulation of this Supplement is over 9 million. Dr. Starch estimates that there are over 20 million readers 18 years of age or over. Nearly 10 million are men and over 10 million are women. In other words its editorial content appeals to both sexes. The distribution of the youthful readers by sex is very even.

The distribution of readers whether they be men and boys or women and girls is spread across all age groups. In Table 8 it should be noted that the Supplements are read by all ages. Note that of the American Weekly male readers 10.5% are in the age bracket from 10 thru 17 years and 22.7% are in the bracket from 47 thru 70 years.

The rich and the poor read the Supplements. Of course they are very likely to anyway when one considers the fact that Supplements are distributed with Sunday Newspapers. However, there is, relatively speaking, an increase in readership in the higher income brackets. The American Weekly readership, as shown in Table 9 is lower in readership than the average of the U.S. Population in the lower income groups and exceeds the national averages in families where the income is over \$3,000. Of course this is not a disadvantage by any means because the circulation is covering a proportionately greater percentage of those persons who have the ability to

TABLE 7.

NUMBER OF READERS OF NEWSPAPER SUPPLEMENTS BY SEX

(Figures in Thousands)

Publication	Original Reader Families - ABC Circulation 9/30/47	Number Adult Readers (1)		Number Youth Readers (2)	
		Men	Women	Boys	Girls
American Weekly	9,345	9,943	10,438	20,381	1,168
This Week	8,606	8,934	9,777	18,711	981
Parade	4,579	5,014	5,340	10,354	733
Pictorial Review	6,600	6,947	7,432	14,379	794
Puck - The Comic Weekly	7,592	7,979	8,116	16,095	1,192
15 Sunday Comic Sections	13,200	13,966	14,639	28,605	1,822
15 Sunday Gravure Sections	12,925	13,803	15,251	29,054	1,603

A.B.C. of 12/31/47

American Legion (Man's Magazine)	3,119	3,584	2,143	5,727	324	284	608
Ladies Home Journal	4,621	1,451	5,915	7,366	240	582	822
(1) Adult - 18 years and over							
(2) Youth - 10 - 17 years							

Source: Starch Thirty-Sixth Consumer Magazine Report, January through December, 1947.

TABLE 8.

AGES OF ADULT AND YOUTH READERS
OF NEWSPAPER SUPPLEMENTS BY SEX

Publication	Men and Boys					Median Age
	10-17	18-25	26-35	36-45	46-70	
American Weekly	10.5%	19.4%	26.0%	21.4%	22.7%	33.7 yrs.
This Week	9.9	17.2	25.5	22.5	24.9	35.0
Parade	12.7	14.7	23.6	23.0	26.0	35.6
Pictorial						
Review	10.3	19.4	27.4	21.9	21.0	33.4
Puck-the Comic						
Weekly	13.0	19.1	26.1	21.4	20.4	32.9
15 Sunday Comic						
Sections	11.5	19.5	24.9	21.4	22.7	33.6
15 Sunday						
Gravure						
Sections	10.4	19.0	24.2	22.0	24.4	34.5
American Legion	8.3	23.6	28.0	16.7	23.4	32.5
Ladies Home						
Journal	14.2	15.6	24.6	20.8	24.8	34.2
U.S. Population						
1947 Urban*	13.3	16.2	21.4	18.5	30.6	35.6

Women and Girls						
American Weekly	11.1	23.3	27.5	19.1	19.0	31.7
This Week	9.6	21.2	27.8	20.2	21.2	32.9
Parade	11.7	18.7	26.6	21.2	21.8	33.4
Pictorial						
Review	10.2	25.0	28.4	19.0	17.4	31.2
Puck-the Comic						
Weekly	12.8	25.1	27.8	18.5	15.8	30.4
15 Sunday Comic						
Sections	11.4	23.5	26.8	19.1	19.2	31.6
15 Sunday Grav.						
Sections	9.9	22.4	26.6	19.8	21.3	32.7
American Legion	11.7	24.5	24.1	15.1	24.6	31.7
Ladies Home						
Journal	9.9	21.1	27.2	19.7	23.0	33.3
U.S. Pop. 1947 Urban*	13.1	17.8	20.9	18.3	29.9	35.1

*Since the sample used in the interviews is urban, the urban population figures are shown rather than the total U.S. population data and should be used when relating publication data to population.

Source: Starch Thirty-Sixth Consumer Magazine Report, Jan. through Dec. 1947.

buy. The Supplements are most certainly mass media if one notes the occupations of the reading families. This publication and others like it get into the homes of the butcher, the baker and the candlestick maker. In Table 10 you will note that very nearly as high a percentage of skilled labor and professional people read the Comics as read the Supplements or the Gravure Sections.

The marital status of Supplement readers conforms closely to the national average of the U.S. population. Note in Table 11 that 71.7% of the men are married. Supplement readers, depending upon the publication vary from 67.6% to 72.2%. The same is true of women readers. In other words the readership is not heavily weighted in favor of either married or single persons.

Characteristics of Supplement Readership

Earlier in this chapter it was said that the pages of Supplements offer advertisers high advertising visibility. Actually this visibility is higher than most national magazines. The average of all 4-color page ads "Noted" by women for the year 1946 as reported by Dr. Starch is as follows:

American Weekly	50%
This Week	58
Life	43
Saturday Eve. Post	40
Collier's	43
Good Housekeeping	41
Ladies' Home Jrl.	46
McCall's	48
Woman's Home Comp.	51

TABLE 9.

TOTAL FAMILY INCOME FOR READER FAMILIES OF NEWSPAPER SUPPLEMENTS

	Under \$1,000	Families Where Income Is:				Average (Median) Income*
		\$1,000- 1,999	\$2,000- 2,999	\$3,000- 4,999	\$5,000 & over	
American Weekly	0.7%	6.4%	23.5%	43.0%	26.4%	\$3,859
This Week	0.8	6.2	21.5	42.5	29.0	4,024
Parade	0.7	7.2	27.0	41.7	23.4	3,632
Pictorial Review	0.6	5.8	22.4	43.2	28.0	3,964
Puck - the Comic Weekly	0.6	6.4	23.3	43.0	26.7	3,895
15 Sunday Comic Sections	0.7	6.7	22.6	41.9	28.1	3,924
15 Sunday Gravure Sections	0.7	6.1	21.9	41.9	29.4	4,000
All Magazine Reading Families Interviewed**	1.0	8.0	26.0	41.9	23.1	3,641
U.S. Population Total	6	20	31	27	16	2,750

* It is suggested that differences in median income of less than \$100 not be regarded as significant.

** All "Reader Families Interviewed" indicate characteristics of the magazine reading public and serve as norms with which the data for individual publications may be compared. They provide the basis for a relative comparison.

Source: Starch Thirty-Sixth Consumer Magazine Report, Jan. through Dec. 1947.

TABLE 10.

OCCUPATION OF HEADS OF FAMILIES IN NEWSPAPER SUPPLEMENT HOMES

	American Weekly	This Week	Parade	Pictorial Review	Puck - The Comic Wkly.	15 Sunday Comic Sect.	15 Sun. Gravure Section
Clerical	6.6%	7.6%	7.0%	6.6%	6.7%	7.2%	7.2%
Skilled Labor	24.2	19.7	24.3	23.8	23.6	21.4	21.3
Semi & Unskilled	11.4	8.8	10.7	11.9	12.0	10.1	9.5
Professional	3.5	4.8	4.5	3.2	3.2	4.3	4.3
Semi-Professional	5.4	6.5	5.5	5.3	5.1	5.9	6.1
Major & Official Exec.	3.3	4.4	3.0	3.2	3.0	3.8	3.9
Minor & Junior Exec.	7.1	8.5	7.6	7.0	7.0	7.8	8.0
Proprietors	13.4	13.6	13.0	15.4	15.2	14.7	14.9
Small Business	5.3	6.4	4.9	4.7	4.9	5.5	5.5
Salesmen - R.E., Ins. & other	6.2	6.1	5.7	6.5	6.7	6.4	6.2
Salesmen - Retail and Inside	4.6	4.9	4.3	4.1	4.0	4.5	4.6
Retired & Unemp.	1.1	1.6	1.1	0.8	0.7	1.2	1.2
Teachers	1.8	1.8	1.9	1.9	1.8	1.8	1.9
Housewives	6.1	5.3	6.5	5.6	6.1	5.4	5.4
Govt. & Armed	-	-	-	-	-	-	-
Farmers	-	-	-	-	-	-	-

Source: Starch Thirty-Sixth Consumer Magazine Report, January through December, 1947.

TABLE 11.

MARITAL STATUS OF ADULT READERS
OF NEWSPAPER SUPPLEMENTS

	<u>Men</u>		<u>Women</u>	
	<u>Married*</u>	<u>Single</u>	<u>Married*</u>	<u>Single</u>
American Weekly	68.1%	31.9%	74.2%	25.8%
This Week	70.5	29.5	72.5	27.5
Parade	72.2	27.8	76.5	23.5
Pictorial Review	68.1	31.9	71.7	28.3
Puck - the Comic Weekly	68.2	31.8	72.5	27.5
15 Sunday Comic Sections	67.6	32.4	71.0	29.0
15 Sunday Gravure Sections	68.1	31.9	71.3	28.7
American Legion	64.8	35.2	77.1	22.9
Ladies Home Journal	78.2	21.8	73.2	26.8
All Magazine Readers Interviewed	71.4	28.6	74.6	25.4
U.S. Population - 1940 Urban	71.7	28.3	76.9	23.1

Source: Starch Thirty-Sixth Consumer Magazine Report,
January through December, 1947.

*Married includes widowed and divorced persons maintaining homes.

In Table 12, which summarizes and averages the readership of ads for a year later than the above Table, it should be noted how high the combined men and women "noting" figures are. For instance, the average of 480 four-color pages in the American Weekly was 35%, of 208 pages in This Week 45%, of 64 color pages in Parade 50% and 554 color pages in Pictorial Review 50%.

It has been said that Supplements are read by the whole family. By turning back to Table 8, one can note that the readers of Supplements in the age group 10 to 17 is high in both the boy or girl classification. As one would expect, Puck, The Comic Weekly, readership is the highest in the Supplement Group.

Types of Products Advertised

Because of the appeal to the masses by Supplements, the products advertised are as broad in usage and unrestricted in price classification as products advertised on the regular pages of the newspaper. However, because of the national coverage, products advertised must have national distribution or be products that can be purchased by mail.

For example, the November 28, 1948 issue of This Week had advertisements for the following products:

Palmolive Soap
 Vel Soapless Suds
 Maytag Washing Machine
 Presto Pressure Cooker
 Pillsbury Flour
 Heinz Tomato Soup

TABLE 12.

"NOTING" OF NEWSPAPER SUPPLEMENT ADVERTISEMENTSBY MEN AND WOMEN COMBINED

	Black and White Page	Four Color Page	Two Color Page	$\frac{1}{2}$ Page 4 Color	$\frac{1}{2}$ Page 2 Color	$\frac{1}{2}$ Page B & W
American Weekly - % # Ads	34 (8)	35 (480)	32 (9)	- -	- -	16 (29)
This Week - % # Ads	27 (13)	45 (208)	30 (10)	26 (168)	20 (47)	24 (31)
Parade - % # Ads	38 (6)	50 (64)	41 (6)	27 (36)	33 (16)	30 (19)
Pictorial Review - % # Ads	42 (332)	50 (554)	- -	- -	- -	- -
Puck - The Comic Weekly - % # Ads	- -	- -	- -	44 (116)	- -	- -
15 Sunday Comic Sections - % # Ads	- -	- -	- -	37 (147)	- -	- -
15 Sunday Gravure Sections - % # Ads	37 (79)	46 (502)	- -	- -	26 (6)	29 (49)

Source: Starch Thirty-Sixth Consumer Magazine Report, January through December, 1947.

Rockwood Chocolate Bits
 Westinghouse Lamps (light bulbs)
 Bayer Aspirin
 Dew Spray Deodorant
 General Electric Heating Pad
 Pepsodent Toothpaste
 Ovaltine Food-Drink
 The Watchmakers of Switzerland
 Homecraft Power Tools

and many others including the back cover for Black's Readers Service Company advertising by direct mail the Works of the World's Great Authors in 25 fine volumes. This partial list for just one issue of one supplement indicates how this medium is used to advertise soap, home appliances, food, drugs, and automobile accessories.

Size of Supplement Audiences

The sizes of the audiences reached by these special newspaper sections varies in direct proportion to the number of papers used for distribution and the circulation of these papers. This is the very reason why these sections have larger circulations than magazines.

Supplement audiences are large, even considerably larger than the circulation. This is due in a large measure to family readership. Turning back to Table 7 you will note that Dr. Starch reports audiences well over double the circulation.

Sources of Circulation Data

The sources of circulation data for Supplements, Gravure Sections or Comics is the same as for newspapers.

The Audit Bureau of Circulation provides audited circulation figures for these sections. The circulations and other data are published in the Standard Rate and Data Service.

Supplement Rate Structure

Supplements are not as expensive as magazines on a cost per thousand circulation basis. Notice the differences in the table below:

<u>Publications</u>	<u>B&W Page</u>	<u>Cost per Thousand</u>	
		<u>4-Color Pge</u>	<u>% Prem. for Col.</u>
American Weekly	\$2.03	\$2.14	5.4%
This Week	2.15	2.43	13.0
Parade	2.03	2.25	10.8
1st Three Markets Group	<u>1.54</u>	<u>1.89</u>	<u>22.7</u>
Average	\$1.94	\$2.18	11.2%
Mass Women's	1.85	2.74	48.1
Women's Service Field	2.49	3.30	32.5
Major Weeklies	2.57	3.67	42.8
Shelter Group	2.76	3.75	35.9

However, Supplement advertising is primarily for the large advertiser. In Table 13 the cost of black and white or four color units is summarized. The amount shown is for one advertisement. If an advertiser buys a black and white half-page each month in the American Weekly the cost for a year would be \$126,000. It should be noted that a schedule of a half-page a month is only one out of every four issues.

Although the cost per thousand circulation is very favorable

TABLE 13.

COST OF NEWSPAPER SUPPLEMENT ADVERTISING

	<u>$\frac{1}{2}$ Page B&W</u>	<u>Page B&W</u>	<u>$\frac{1}{4}$ Page Color</u>	<u>Page Color</u>
American Weekly	\$10,500	\$21,000	\$13,750	\$22,250
This Week	10,700	21,400	14,200	24,900
Parade	5,300	10,450	7,350	12,875
Pictorial Review	5,500	11,000	-	15,500
Puck - The Comic Weekly	-	-	17,050	28,500
Sunday Comic Sections (Basic Group 14 Papers)	-	-	18,000	29,850
Sunday Gravure Sections (Basic Group 23 Papers)	-	-	-	40,305*
American Legion	2,992	5,700	6,200	8,550
Ladies Home Journal	6,127	12,255	9,357	16,625

*For 1,000 line unit - in 6 of the papers this is close to $\frac{1}{2}$ page.

to these publications the amount of money necessary to buy
adequate schedules is substantial.

CHAPTER V

MAGAZINES

General Description of Magazines

Magazines are not similar to newspapers. The latter is a very flexible and "local" medium. On the other hand, magazines in many ways are similar to the newspaper magazine supplements and to network radio. An advertiser buying space in a magazine is covering the whole of the United States or at least a large number of States. This medium is one of the most popular. There are several reasons for this preference among advertisers. The more important are:

- a. Most of the magazines use good paper stock which means good reproduction of illustrations. The advertiser can show his product in use or he can display his package in color.
- b. Large units of circulation can be purchased which cover the urban and metropolitan areas or the farm areas depending upon the magazines selected.
- c. Reader interest in magazines lends a favorable atmosphere to advertising material. In other words, magazines receive more attention from the reader for a longer period than newspapers.

However, there are some disadvantages to using magazines.

The more important are:

- a. Magazine advertising, like Supplements and network

TABLE 14.

1947 SCHEDULE OF MAGAZINE INSERTIONS BY MONTHS FOR
LUCKY STRIKE CIGARETTES - IVORY BAR - CRISCO SHORTENING

	<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>Apr.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
<u>Lucky Strike Cigarettes</u>												
Collier's	2-4Cov4C	1Pg4C 4Cov4C	2Pg4C	4Cov4C	2Pg4C 4Cov4C	2-4Cov4C 1Pg4C	2Pg4C	2-4Cov4C 1Pg4C	1Pg4C 4Cov4C	2-4Cov4C	2Pg4C	
New Yorker	2Pg4C	2Pg4C	2Pg4C	2Pg4C	3Pg4C	2Pg4C	3Pg4C	2Cov4C	2Pg4C	2Pg4C	2Pg4C	
Saturday Eve. Post	3Pg4C	1Pg4C	2Pg4C 4Cov4C	1Pg4C	2Pg4C 4Cov4C	2Pg4C 4Cov4C	1Pg4C 4Cov4C	1Pg4C 4Cov4C	2Pg4C	1Pg4C	2Pg4C 4Cov4C	
Forbes	4CovB&W		4CovB&W		4CovB&W				4CovB&W		2CovB&W	
Life	1Pg4C 4Cov4C	1Pg4C 4Cov4C	1Pg4C 4Cov4C	1Pg4C 4Cov4C	1Pg4C 4Cov4C	3Pg4C 2-4Cov4C	4Cov4C 2Pg4C	4Cov4C 1Pg4C	2-4Cov4C 1Pg4C	2Pg4C	2Pg4C	
Time	2Pg4C	2Pg4C	3Pg4C	2Pg4C	2Pg4C	4Pg4C	2Pg4C	2Pg4C	3Pg4C	2Pg4C	2Pg4C	
Newsweek	2Pg4C	2Pg4C	3Pg4C	2Pg4C	2Pg4C	3Pg4C	3Pg4C	2Pg4C	3Pg4C	2Pg4C	2Pg4C	
<u>Ivory Bar</u>												
Good Housekeeping	1Pg4C	1Pg4C		1Pg4C	1Pg4C	1Pg4C	3Cov4C		1Pg4C	1Pg4C	1Pg4C	1Pg4C
Ladies' Home Journal		1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C		4Cov4C	1Pg4C	1Pg4C
McCall's		1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	4Cov4C	1Pg4C		4Cov4C	1Pg4C	1Pg4C
True Story	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C		1Pg4C	1Pg4C	1Pg4C	1Pg4C	4Cov4C
Fawcett Group	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C						
True Confessions								1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C
Time									2ColB&W			
Newsweek									2ColB&W			
Look										1Pg4C	$\frac{1}{2}$ Pg4C	$\frac{1}{2}$ Pg4C
<u>Crisco</u>												
Good Housekeeping	1Pg4C	4Cov4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C			1Pg4C	3Cov4C	1Pg4C	1Pg4C
Ladies' Home Journal	1Pg4C	1Pg4C	1Pg4C	4Cov4C	1Pg4C	1Pg4C			1Pg4C	1Pg4C	1Pg4C	1Pg4C
McCall's	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C			1Pg4C	1Pg4C	1Pg4C	1Pg4C
True Story	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C	1Pg4C			1Pg4C	1Pg4C	1Pg4C	1Pg4C
Better Homes & Gardens				1Pg4C	1Pg4C	1Pg4C			1Pg4C	1Pg4C	1Pg4C	1Pg4C

Source: Publishers Information Bureau

Key: B & W - Black and White
 4C - Four Color

Pg - Page
 Col - Column
 Cov - Cover

radio, requires substantial expenditures per unit of advertising. For example, one black and white page in one magazine like The Ladies' Home Journal costs \$12,900. An ad every other month would represent an investment of \$77,400. Examples of the frequency of insertions used by large, successful advertisers is shown in Table 14. Although the investment per unit of space is high, it must be remembered that the cost per thousand of the total circulation purchased is more important.

- b. Magazines are not as elastic as newspapers. The closing dates for advertisements are several weeks in advance of the date of publication. For example, the closing date for a black and white page in the Ladies' Home Journal is on the 10th of the second preceding month. If an advertiser is planning to run a page in the January issue his material has to be in the hands of the publisher on the 10th of November. Some magazines have closing dates in the third or fourth preceding month. Although not as elastic as newspapers, magazines are a great deal more elastic than network radio or outdoor advertising.

Magazines can be divided into several different groups depending upon the editorial content of the publication or the type of audience for which the magazine is written. Publications are divided into the following classifications:

General Weeklies:	Collier's, Saturday Evening Post, Life and Look.
News Weeklies:	Newsweek, Pathfinder, Time and U.S. News-World Report.
General Monthlies:	American, Cosmopolitan, Redbook, Liberty, National Geographic, Foreign Service, Pic, Today's Woman and True.
Women's Service Magazines:	Good Housekeeping, Ladies' Home Journal, McCall's and Woman's Home Companion.
Grocery Store Distributed Magazines:	Family Circle, Woman's Day, Everywoman's and Western Family.
Women's Romance and Movie Magazines:	Dell Modern Group (3), Fawcett Women's Group (3), Hillman Women's Group (4), Ideal Women's Group (4), Hunter Screen Unit (3), Macfadden Women's Group (5), Seventeen and True Story.
Women's Home (or Shelter) Magazines:	American Home, Better Homes and Gardens, Parents' and Sunset.
"Teen Age" Magazines:	Calling All Girls, Miss America, American Girl, Boy's Life, Open Road, Calling All Boys, Young America and Scholastic Magazines (4).
Pulp Magazines:	Popular Fiction Group (23), Thrilling Group (12), and Ace Fiction Group (9).
Rural Magazines:	Christian Herald, Grit, Holland's and Household.
Farm Magazines:	Capper's Farmer, Country Gentleman, Farm Journal, Midwest Farm Paper Unit (5), Progressive Farmer, Southern Agriculturist and Successful Farming.

Class Magazines:	Atlantic, Bride's Magazine, Charm, Cue, Esquire, Glamour, Harper's Bazaar, Harper's Magazine, Holiday, House Beautiful, House and Garden, Mademoiselle, New Yorker, Town and Country and Vogue.
Business:	Business Week, Fortune and Nation's Business.
Religious, Fraternal, Military or Naval:	American Legion, Elks Magazine, Leatherneck, Our Army and Our Air Force, Our Navy, U. S. Coast Guard.
Special Magazines:	Coronet, Field and Stream, Grade Teacher, Hygeia, Instructor, Mechanics Illustrated, Outdoor Life, Popular Mechanics, Popular Photography, Popular Science Monthly and Sports Afield.

General Characteristics of Editorial Content

The editorial content of magazines differs considerably. A magazine may be edited to appeal to the masses or to appeal to a segment such as a specific age group within one of the sex classifications or to a group interested in some one subject irrespective of age or sex. The editorial format of the various groupings of magazines is outlined in the following paragraphs.

General Weeklies appeal to the public as a whole. They not only appeal to the masses but they are read by the entire family. The editorial base of magazines in this group with the exception of Life and Look is fiction. The latter two present the news in photographic form.

The News Weeklies are magazines published each week featuring the latest news of the world. Their content does

not include any fiction. Publications in this group are edited for those men and women who are interested in world events.

General Monthlies are edited to provide reading material of interest to both men and women. Feature articles on social problems, world and domestic events are included along with fiction.

Women's Service Magazines are prepared with the specific purpose of appealing to women. Fiction is the editorial base but these publications include considerable editorial lineage for articles featuring beauty, fashions, cooking, child care and other items of interest to the women of the house.

Grocery Store distributed magazines follow the pattern of the Women's Service Group.

The Women's Romance and Movie Magazines feature in their editorial content stories about the lives of the screen stars. Some fiction is included. The appeal is primarily to women.

Women's Home (or Shelter) magazines are prepared for the home owner or the future home owner. Most of the editorial content features articles on the home. The articles are all service in nature and these publications do not include fiction.

Teen Age magazines are edited for the young teen age boy and girl. Those pitched to girls feature beauty,

fashions, articles on the social problems of youth and some fiction. Those prepared for boys feature articles on sports, wild life and other outdoor subjects in addition to fiction.

Pulp magazines are based on fiction only and are not edited with service or news features. Most of the fiction features detective or "wild west" stories.

Rural magazines vary widely. Household, for instance, patterns itself after Good Housekeeping. On the other hand, Grit follows the format of a tabloid newspaper. The editorial content of Grit is similar to that of a large metropolitan Sunday newspaper.

Farm magazines are edited to provide the farmer and his family with entertainment, farm news and editorial features.

Class publications like Harper's Bazaar, Esquire and others are edited for those who like and can afford the better things in life. Their editorial base is fiction, beauty and fashion. Some of these publications carry service articles.

Business magazines are edited for the business man. Their editorial content is news and articles on business or conditions affecting business. These publications do not include fiction.

Religious, Fraternal, Military or Naval publications cater to special groups having a common interest.

Their editorial content features news of the developments in the various branches of the service and also fiction.

The Special Magazines do not fall into any one of the groups previously mentioned. Magazines in this classification are edited for people with a very special interest. For example, the magazine title indicates the subject: Hunting and Fishing, Grade Teacher, Yachting, etc.

A Profile of the Magazine Audience

The Magazine Advertising Bureau published in March 1948 the results of a survey designed to give a description of the magazine audience. The title of the report was "Nationwide Magazine Audience Survey," Report #2, Individuals. The report states

"...of people in the U.S. aged 15 years and older (not in the Armed Forces or in institutions) nearly 7 out of every 10 of them - 68.9% - are magazine readers; 3 out of every 10 of these people, 31.1%, do not read magazines. This means 71,550,000 people are magazine readers, as against 32,300,000 who do not read magazines."

These figures show that magazines are a mass medium reaching the major portion of the buying public. It is interesting to note that the portion of those people reading magazines is not as high as those reading newspapers.

It must be borne in mind in reading the following paragraphs that (just as in the case of newspapers) the statistics quoted are for the entire field. As such they cannot be used to measure the value or effectiveness of any one publication within the medium. However, they can be

used to good advantage when reviewing the pros and cons of one medium versus another.

From a sex viewpoint the audience for magazines, 15 years and over, is 6 out of 10 men - 63.6% are readers; 7 out of 10 women - 73.5% are readers.

The Survey projects the U.S. magazine audience 15 years and over as follows:

	<u>Men</u>	<u>Women</u>	<u>Total</u>
Readers	30,500,000	41,050,000	71,550,000
Non-Readers	<u>17,500,000</u>	<u>14,800,000</u>	<u>32,300,000</u>
Total	48,000,000	55,850,000	103,850,000

The Survey goes on to explain that the majority of magazine readers live in urban areas. This does not mean that magazines do not reach rural areas. On a percentage basis 70.6% of the urban population are magazine readers, 65.9% of the rural non-farm population and 66.7% of the farm population are magazine readers. A summary of the number of readers in each location is as follows:

	<u>Readers</u>	<u>Non-Readers</u>	<u>Total</u>
Urban	44,250,000	18,450,000	62,700,000
Rural Non-farm	12,400,000	6,400,000	18,800,000
Farm	<u>14,900,000</u>	<u>7,450,000</u>	<u>22,350,000</u>
Total	71,550,000	32,300,000	103,850,000

The survey indicates that as people grow older they seem less

inclined to read magazines. Magazine readership for people 15 years and over is highest in the age groups from 15 years through 34 years. Of course this can be construed as an advantage because psychologists and many business men would say that most buying habits are formed in this span of years. The breakdown of readers by age groups is as follows:

	<u>Readers</u>	<u>Non-Readers</u>	<u>Total</u>
All Individuals	68.9%	31.1%	100.0%
15 thru 19	81.8	18.2	100.
20 thru 24	81.8	18.2	100.
25 thru 34	79.3	20.7	100.
35 thru 44	71.2	28.8	100.
45 thru 54	62.4	37.6	100.
55 thru 64	58.8	41.2	100.
65 years and over	46.7	53.3	100.

If the preceding figures were broken down into men and women, the readership for women would exceed that of men in each of the seven age groups.

As one would expect, the higher the income of individuals the greater the tendency to read magazines. To word this differently, magazines reach a better than average income group. Table 9 in the previous chapter indicates that the average median income of the U.S. Population is \$2,750. Dr. Starch in this Table indicated that the average median income of all magazine reading families interviewed was \$3,641.

The Nationwide Magazine Audience Survey summarizes readership by income groups as follows:

	<u>Readers</u>	<u>Non-readers</u>	<u>Total</u>
All Individuals	68.9%	31.1%	100%
A - Prosperous	90.8	9.2	100
B - Upper-middle	86.3	13.7	100
C - Middle	74.8	25.2	100
D - Lower	48.2	51.8	100

In the three income groups A, B and C, 77.6% of the individuals read magazines. Only 48.2% in the D group.

In certain occupational groups such as: professionals, executives, clerical and sales, housewives and students the readership is above the general average. It is lowest for those who are retired, unskilled workers and farm laborers. Table 15 summarizes the results of the Nationwide Magazine Audience Survey.

Three out of every 10 magazine readers have less than a high school education. On the other hand, 7 out of every 10 non-readers have not progressed beyond the eighth grade. As one might expect, the greater the level of education attainment, the greater the readership of magazines.

	<u>Readers</u>	<u>Non-Readers</u>	<u>Total</u>
All Individuals	68.9%	31.1%	100%
8th Grade or Less	48.0	52.0	100
1-3 years High School	78.6	21.4	100
4 years High School	85.3	14.7	100
1-3 years College	92.1	7.9	100
4 or more years College	91.8	8.2	100

TABLE 15.OCCUPATION OF MAGAZINE READERS AND NON-READERS

	<u>Readers</u>	<u>Non-Readers</u>	<u>Total</u>
All Individuals	68.9%	31.1%	100%
Professionals: Semi-professionals	88.6	11.4	100
Executives	75.2	24.8	100
Farmers; Farm Managers	59.4	40.6	100
Clerical; Sales	83.8	16.2	100
Craftsmen; skilled workers	66.8	33.2	100
Operatives; semi-skilled workers	58.5	41.5	100
Service workers, including domestics	66.4	33.6	100
Farm Laborers	52.6	47.4	100
Unskilled Workers	45.8	54.2	100
Housewives	71.0	29.0	100
Students	90.0	10.0	100
Retired; Private Income	44.0	56.0	100
Unemployed	65.0	35.0	100
Don't Know; Refused: No Answer	45.0	55.0	100

Source: Report #2, Nationwide Magazine Audience Survey,
The Magazine Advertising Bureau.

The survey goes on to report that

"there is very little difference between men and women readers as to educational attainment. The median reader of each sex has very nearly three years of high school education."

Characteristics of Magazine Readership

The Nationwide Magazine Survey reports on the number of magazines read by those whom they have classified as readers. It is interesting to note in the figures quoted from the Survey that the percentage of those reading 4, 5, 6 or even more than 6 magazines remains at high levels.

Total Readers

	<u>Number</u>	<u>Percent</u>	<u>Projection</u>
Read 1 Magazine	1024	18.5	13,250,000
2 Magazines	918	16.6	11,900,000
3 Magazines	843	15.3	10,950,000
4 Magazines	638	11.6	8,250,000
5 Magazines	470	8.5	6,100,000
6 Magazines	376	6.8	4,900,000
Read More than 6 Magazines	<u>1251</u>	<u>22.7</u>	<u>16,200,000</u>
Total	5,520	100.0	71,550,000

In Chapter III it was mentioned that an average of 2.7 individuals read a newspaper. According to the Life Magazine Report #9 published November 15, 1947 the readers per copy of each magazine run much higher. The figures submitted by Life were the result of a survey made by

Crossley, Inc. and supervised by the Magazine Audience Group.

Readers Per Copy

<u>Life Report No.</u>	<u>Collier's</u>	<u>Life</u>	<u>Saturday Evening Post</u>
1	6.2	8.9	4.5
2	6.1	9.1	4.5
3	6.1	8.9	4.5
4	5.4	8.4	4.4
5	4.9	7.5	4.0
6	4.5	7.2	3.7
7	3.7	6.1	3.6
8	4.2	5.8	3.8
9	4.0	5.0	3.8

These figures are not comparable to the newspaper figure because the former limited itself to the number of readers within the home. The figures above are based on what is commonly known as "pass-on" circulation. They include readership outside of the home. It is interesting to note in the above figures that the readers per copy are steadily declining. This may be due to the intense competition of all media, newspapers, magazines, radio, television and other entertainment such as movies. Readers per copy, whether the statistics be for newspapers or for magazines, is only one yardstick to be used when buying a medium. It should not basically influence a decision to purchase one magazine rather than another. The Audit Bureau of Circulation figure reporting on the number of copies sold is more important.

Types of Products Advertised

Any socially acceptable product with national distribution or is sold by mail-order can be advertised in a

magazine. Generally speaking, magazines lay down a circulation pattern which blankets the country.

More so than in most other media, a product to be advertised in a magazine must be closely studied in relation to the personality of the magazines. Magazines have strong and marked differences in personality due to the editorial content or the character of the circulation or due to a combination of both. For example, the "Women's Service Magazines" are classified as such for a very good reason. They are edited for women, and read by women. If the nature of a product is such that it appeals to men and is bought by men just as often as by women, the advertisement does not belong in these magazines until space has been bought in those magazines with large circulations and with readers evenly divided between men and women. The name given to each classification is a good indication as to the nature of the magazines within the group.

It is well to check the advertising appearing in magazines within each group to get a better understanding of this problem. Generally speaking, the types of products advertised would be as follows:

- | | |
|-------------------|--|
| General Weeklies: | Mass consumer products like cigarettes, toothpaste, automobiles, etc. appealing to men and women. |
| News Weeklies: | Similar to General Weeklies but products more staple in nature, i.e. office and home appliances, etc. in addition to mass consumer products. |

General Monthlies:	Similar to General Weeklies
Women's Service Magazines:	Mass consumer and staple products like foods, clothes, beauty preparations, home appliances and other products appealing to women.
Grocery Store:	Mass consumer products, mostly food, which appeal to women.
Women's Romance and Movie:	Mostly mass products appealing to women such as cosmetics, clothes, etc. but not as much "service" in nature.
Women's Home (or Shelter):	Similar to Women's Service but more home products, i.e. appliances, furniture, bedding, etc.
Teen Age:	Somewhat similar to Women's Romance and Movie, i.e. cosmetics, clothes, etc.
"Pulp" Magazines:	Any mass consumer product used by men and women.
Rural:	Mass consumer and staple products advertised in the General Weeklies or General Monthlies.
Farm:	Similar to Rural but also heavy farm machinery, farm implements and related items.
Class:	Products which appeal to those who can afford luxuries like automobiles, fur coats, luggage, cruises, etc.
Business:	Services and equipment appealing to and used by business; such products as office machines, furniture and services such as insurance, railroads, airlines, banks, investment houses and advertising agencies.
Religious, Fraternal, Military or Naval:	Mass consumer products appealing to men and women.

Special:

Each magazine is different in its nature. Some would include guns for sportsmen and others might have advertisements for nursing bottles. Each magazine must be studied individually.

Size of Magazine Circulations and Audiences

Although the word "Audiences" has been used in the sub-title above, magazines should be evaluated first on the basis of the number of copies sold. This is called "circulation" and not "audience". The latter term is applied to the total number of persons who read a magazine. In other words, it includes "pass-on" circulation or total readers within the home. Although such data on total audience is of interest and will be reviewed in this section, it is more important to first consider circulation.

Magazines, like newspapers, vary widely in circulation. A magazine may sell a few thousand copies or several million. For example, in Table 16, the magazine with the largest circulation is Life, with 5,200,000. In contrast to this is the 50,000 copies of Town and Country. In fact, touching upon audiences for a minute just as a matter of interest, magazine audiences can approach the listenership of a popular network radio program. The Reader's Digest which does not sell advertising has a total circulation of 15,000,000 of which over 10,000,000 copies are sold in the United States. The total number of readers or "audience" must be well over 20,000,000. Just an average of two readers

TABLE 16.

CIRCULATION OF LEADING MAGAZINES
(In thousands - 000 omitted)

General Weeklies:			
Collier's	2,800	News Weeklies:	700
Saturday Evening Post	3,800	Newsweek	1,000
Life	5,200	Pathfinder	1,500
Look	2,700	Time	350
		U.S. News-World Report	
General Monthlies:			
American	2,250	Women's Service Magazines:	
Cosmopolitan	2,000	Good Housekeeping	2,700
Redbook	1,800	Ladies' Home Journal	4,500
Liberty	1,600	McCall's	3,750
National Geographic	1,475	Woman's Home Companion	3,500
Foreign Service	1,000		
Pic	600	Grocery Store:	
Today's Woman	1,000	Family Circle	1,600
True	1,200	Woman's Day	3,300
		Everywoman's	575
		Western Family	434
Women's Romance & Movie:			
Dell Modern Group	2,400	Women's Home (or Shelter):	
Fawcett Women's Group	2,800	American Home	2,500
Ideal Women's Group	1,500	Better Homes & Garden	2,925
Hunter Screen Unit	1,000	Parents'	1,150
Hillman Women's Group	1,500	Sunset	400
Macfadden Women's Group	2,900	Pulp Magazines:	
Seventeen	1,011	Popular Fiction Group	2,000
True Story	2,250	Thrilling Group	1,800
		Ace Fiction Group	550

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TABLE 16. - Continued

Teen Age Magazines:			
Calling All Girls	900	Farm Magazines:	1,300
American Girl	450	Capper's Farmer	2,300
Boys Life	500	Country Gentleman	2,600
Open Road	400	Farm Journal	1,202
Calling All Boys	270	Midwest Farm Paper Unit	1,000
Young America	375	Progressive Farmer	1,000
Scholastic Magazines	650	Southern Agriculturist	1,240
		Successful Farming	
Business:			
Business Week	175	Rural:	
Fortune	235	Christian Herald	375
Nation's Business	575	Grit	500
		Holland's	500
		Household	2,000
Class Magazines:			
Atlantic	150	Religious, Fraternal, Mil. & Naval:	
Bride's Magazine	25	American Legion	3,000
Charm	600	Elks' Magazine	750
Cue	65	Leatherneck	127
Esquire	650	Our Army and Our Air Force	41
Glamour	500	Our Navy	30
Harper's Bazaar	300	U.S. Coast Guard	17
Harper's Magazine	135	Special Magazines:	
Holiday	750	Coronet	2,000
House Beautiful	500	Field & Stream	600
House and Garden	325	Grade Teacher	110
Mademoiselle	426	Hygeia	195
New Yorker	280	Instructor	121
Town and Country	50	Mechanix Illustrated	600
Vogue	275	Outdoor Life	625
		Popular Mechanics	750
		Popular Photography	339
		Popular Science Monthly	800
		Sports Afield	700

Source: Standard Rate and
Data Service.

1871-1872 1873-1874

1871-1872		1873-1874	
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
53	54	55	56
57	58	59	60
61	62	63	64
65	66	67	68
69	70	71	72
73	74	75	76
77	78	79	80
81	82	83	84
85	86	87	88
89	90	91	92
93	94	95	96
97	98	99	100

1875-1876 1877-1878

1875-1876		1877-1878	
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
53	54	55	56
57	58	59	60
61	62	63	64
65	66	67	68
69	70	71	72
73	74	75	76
77	78	79	80
81	82	83	84
85	86	87	88
89	90	91	92
93	94	95	96
97	98	99	100

per copy would result in an audience of 30,000,000.

In determining the cost of an advertisement in relation to the value received, the circulation is divided into the cost of the unit purchased. This results in a figure which is commonly used as a yardstick in the trade. It is called "cost per thousand."

On the other hand, an "audience" projection is certainly indicative of the popularity of a publication.

Sources of Circulation Data

The Audit Bureau of Circulation which audits and reports on newspapers, also audits and submits reports on magazines.

This circulation data is reported along with rates, specifications and other data in the magazine Standard Rate and Data.

Magazine Rate Structure

Magazine rates are quoted in the Standard Rate and Data Service and also each magazine publishes a rate card which has all pertinent data on it.

Magazine rates are based on circulation. The larger the circulation, the higher the cost for space in the publication. As a result rates vary a great deal. In Table 17 there is a summary of Black and White or Four Color page rates and the cost per thousand circulation for both. The Saturday Evening Post charges \$11,200 for a black and white

TABLE 17.

BLACK & WHITE AND FOUR COLOR PAGE RATES OF LEADING MAGAZINES

Publications	Black & White Per Page	Cost Per M Cir.	Four Color Per Page	Cost Per M Cir.
General Weeklies:				
Collier's	\$ 8,000	\$2.86	\$11,250	\$4.02
Saturday Evening Post	11,200	2.95	16,000	4.21
Life	16,000	3.19	24,500	4.71
Look	8,000	2.96	11,000	4.07
News Weeklies:				
Newsweek	2,690	3.84	4,440	6.34
Pathfinder	2,500	2.50	3,900	3.90
Time	5,700	3.80	8,550	5.70
U.S. News-World Report	2,400	6.86	3,575	10.21
General Monthlies:				
American	5,500	2.44	8,470	3.75
Cosmopolitan	5,100	2.55	7,600	3.80
Redbook	4,400	2.44	6,200	3.45
Liberty	3,600	2.25	5,600	3.50
National Geographic	4,400	2.98	6,200	4.20
Foreign Service	2,200	2.20	3,300	3.30
Pic	1,500	2.50	2,250	3.75
Today's Woman	2,500	2.50	3,500	3.50
True	3,300	2.75	4,620	3.85
Women's Service Magazines:				
Good Housekeeping	7,500	2.78	10,000	3.70
Ladies' Home Journal	12,900	2.87	17,500	3.89
McCall's	10,000	2.67	13,000	3.47
Woman's Home Companion	9,250	2.64	12,250	3.50
Grocery Store:				
Family Circle	4,000	2.50	6,000	3.75
Woman's Day	8,250	2.50	11,500	3.48
Everywoman's	1,500	2.61	1,725	3.48
Western Family	1,390	2.90	-	-

TABLE 17. - Continued

Publications	Black & White Per Page	Cost Per M Cir.	Four Color Per Page	Cost Per M Cir.
Women's Romance & Movie:				
Dell Modern Group	\$ 4,320	\$ 1.80	\$ 6,500	\$ 2.70
Fawcett Women's Group	5,600	2.00	7,970	2.85
Ideal Women's Group	2,475	1.65	3,600	2.40
Hunter Screen Unit	1,800	1.80	2,700	2.70
Hillman Women's Group	2,200	1.47	-	-
Macfadden Women's Group	5,800	2.00	9,000	3.10
Seventeen	2,250	2.22	3,500	3.46
True Story	5,060	2.25	7,310	3.25
Women's Home (or Shelter):				
American Home	7,000	2.80	9,400	3.76
Better Homes & Gardens	8,450	2.89	11,600	3.97
Parents'	4,050	3.52	5,300	4.61
Sunset	1,850	4.62	2,400	6.00
Teen Age Magazines:				
Calling All Girls	1,800	2.00	2,900	3.22
Miss America	500	.50	700	.85
American Girl	1,100	2.45	1,300	2.89
Boy's Life	2,380	4.76	2,800	5.60
Open Road	1,425	3.56	1,900	4.75
Calling All Boys	400	1.48	525	1.94
Young America	1,700	4.53	2,800	7.47
Scholastic Magazines	2,000	3.08	3,000	4.61
Pulp Magazines:				
Popular Fiction Group	2,400	1.20	6,800	3.40
Thrilling Group	1,500	.83	4,000	2.22
Ace Fiction Group	400	.73	1,000	1.82
Rural Magazines:				
Christian Herald	1,035	2.76	1,185	3.16
Grit	2,625	5.25	-	-
Holland's	1,800	3.60	2,500	5.00
Household	4,500	2.25	6,000	3.00

1. The first part of the paper is devoted to a general discussion of the problem. It is shown that the problem is of great importance in the theory of differential equations. The second part is devoted to the study of the properties of the solutions of the equation. It is shown that the solutions are unique and that they depend continuously on the initial conditions. The third part is devoted to the study of the asymptotic properties of the solutions. It is shown that the solutions tend to zero as the independent variable tends to infinity. The fourth part is devoted to the study of the stability of the solutions. It is shown that the solutions are stable with respect to the initial conditions. The fifth part is devoted to the study of the periodic properties of the solutions. It is shown that the solutions are periodic with respect to the independent variable. The sixth part is devoted to the study of the ergodic properties of the solutions. It is shown that the solutions are ergodic with respect to the independent variable. The seventh part is devoted to the study of the mixing properties of the solutions. It is shown that the solutions are mixing with respect to the independent variable. The eighth part is devoted to the study of the entropy properties of the solutions. It is shown that the solutions have a positive entropy with respect to the independent variable. The ninth part is devoted to the study of the information properties of the solutions. It is shown that the solutions have a positive information with respect to the independent variable. The tenth part is devoted to the study of the complexity properties of the solutions. It is shown that the solutions have a positive complexity with respect to the independent variable.

2. The first part of the paper is devoted to a general discussion of the problem. It is shown that the problem is of great importance in the theory of differential equations. The second part is devoted to the study of the properties of the solutions of the equation. It is shown that the solutions are unique and that they depend continuously on the initial conditions. The third part is devoted to the study of the asymptotic properties of the solutions. It is shown that the solutions tend to zero as the independent variable tends to infinity. The fourth part is devoted to the study of the stability of the solutions. It is shown that the solutions are stable with respect to the initial conditions. The fifth part is devoted to the study of the periodic properties of the solutions. It is shown that the solutions are periodic with respect to the independent variable. The sixth part is devoted to the study of the ergodic properties of the solutions. It is shown that the solutions are ergodic with respect to the independent variable. The seventh part is devoted to the study of the mixing properties of the solutions. It is shown that the solutions are mixing with respect to the independent variable. The eighth part is devoted to the study of the entropy properties of the solutions. It is shown that the solutions have a positive entropy with respect to the independent variable. The ninth part is devoted to the study of the information properties of the solutions. It is shown that the solutions have a positive information with respect to the independent variable. The tenth part is devoted to the study of the complexity properties of the solutions. It is shown that the solutions have a positive complexity with respect to the independent variable.

TABLE 17. - Continued

Publications	Black & White Per Page	Cost Per M Cir.	Four Color Per Page	Cost Per M Cir.
<u>Farm Magazines:</u>				
Capper's Farmer	\$ 4,200	\$3.23	\$ 5,250	\$ 4.04
Country Gentleman	6,500	2.83	8,900	3.87
Farm Journal	6,300	2.42	8,610	3.31
Midwest Farm Paper Unit	5,907	4.91	-	-
Progressive Farmer	3,600	3.60	4,500	4.50
Southern Agriculturist	3,400	3.40	4,000	4.00
Successful Farming	3,000	2.42	4,000	4.00
<u>Class Magazines:</u>				
Atlantic	900	6.00	1,300	8.67
Bride's Magazine	1,300	52.00	1,800	72.00
Charm	1,800	3.00	2,600	4.33
Cue	620	9.54	975	15.00
Esquire	4,100	6.31	6,150	9.46
Glamour	1,500	3.00	2,200	4.40
Harper's Bazaar	2,600	8.67	3,600	12.00
Harper's Magazine	850	6.30	1,400	10.37
Holiday	3,925	5.23	5,760	7.68
House Beautiful	2,750	5.50	4,000	8.00
House and Garden	2,000	6.15	3,000	9.20
Mademoiselle	2,000	4.70	3,000	7.04
New Yorker	1,975	7.05	2,850	10.18
Town and Country	800	16.00	1,200	24.00
Vogue	2,500	9.09	3,500	12.73
<u>Business:</u>				
Business Week	1,575	9.00	2,320	13.26
Fortune	2,900	12.34	4,350	18.51
Nation's Business	3,000	5.22	4,325	7.52
Religious, Fraternal, Military & Naval:				
American Legion	5,700	1.90	8,550	2.85
Elks Magazine	1,650	2.20	2,725	3.63
Leatherneck	510	4.02	700	5.51
Our Army and Our Air Force	250	6.10	300	7.32

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TABLE 17. - Continued

Publications Religious, Fraternal, Mil. & Naval - cont'd.	Black & White		Cost		Four Color		Cost	
	Per Page	Per Page	Per M Cir.	Per M Cir.	Per Page	Per Page	Per M Cir.	Per M Cir.
Our Navy	\$ 300	\$	\$10.00	\$	400	\$	\$13.33	
U. S. Coast Guard	200		11.76		300		17.65	
Special Magazines:								
Coronet	3,500		1.75		4,975		2.49	
Field & Stream	2,040		3.40		3,000		5.00	
Grade Teacher	600		5.45		1,050		9.54	
Hygeia	825		4.23		1,178		6.04	
Instructor	720		5.95		1,100		9.09	
Mechanix Illustrated	1,080		1.80		1,560		2.60	
Outdoor Life	1,980		3.17		2,800		4.48	
Popular Mechanics	1,400		1.97		2,500		7.37	
Popular Photography	1,500		4.42		2,500		7.37	
Popular Science Monthly	1,500		1.88		2,190		2.74	
Sports Afield	2,100		3.00		3,000		4.28	

Source: Standard Rate and Data Service.

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page which amounts to \$2.95 per thousand circulation. On the other hand, Harper's Bazaar black and white page rate is only \$2,600 but the cost per thousand circulation is \$8.67 and Business Week with a black and white page rate of \$1,575 has a cost per thousand circulation of \$9.00.

Magazines, like newspapers and supplements, give the advertising agencies 15% of their rate. They also pass on to the advertiser a cash discount based on the net amount the publication receives from the advertising agency. For example:

Collier's black and white page rate	\$8,000
15% of rate to Advertising Agency	<u>1,200</u>
Net amount to Collier's before discount	6,800
2% Cash Discount to Advertiser is based on \$6,800	136
Amount Paid by Advertiser to Agency is \$8,000 less \$136 Cash Discount	7,864
Net Amount Received by Collier's is \$6,800 less \$136 Cash Discount - and \$1200 Commission paid to Agency	6,664

Some magazines offer advertisers an incentive to buy several units of space or to run a schedule with frequency within a period of a year. This practice is similar to a quantity or frequency discount found in buying newspaper space or radio time. This practice also brings up the question of short rates. For example, an advertiser is buying space in a magazine which allows a quantity rate differential based on purchasing 13 pages. The advertiser contracts for 13 pages

at the rate of \$2,350 per page. The one page rate is \$2,475. At the end of the year the advertiser has bought and paid for only 6 pages. The advertiser owes the publisher a short rate as follows:

Earned rate - 6 pages @ \$2,475	\$14,850
Advertiser paid for 6 pages @ \$2,350	<u>14,100</u>
Short rate owed publisher	\$ 750

The cash discount would be calculated on the \$750 exactly the same as previously explained. On the other hand, an advertiser may have bought space in a magazine based on a one-page rate of \$2,475. This magazine may have a six-page rate of \$2,375 and a twelve-page rate of \$2,275 per page. At the end of the year, the advertiser has bought and paid for eight pages. The discount earned would be as follows:

Advertiser paid for 8 pages @ \$2,475	\$19,800
Earned rate - 8 pages @ \$2,375	<u>19,000</u>
Discount or Rebate earned by Advertiser	\$ 800

The cash discount would be deducted from the \$800 just the same as on the \$750 short rate in the previous paragraph. The advertiser would have paid the agency the \$19,800 less the cash discount and should have paid the \$19,000 less the cash discount. As a result the cash discount is deducted from the credit of \$800 due the advertiser.

If in the two illustrations above, the magazines had sold space on a frequency basis rather than on a quantity basis, the short rate and the rebate would be figured the same way.

References - Magazines

- Agnew, H. E., and Dygert, W. B., Advertising Media, Chapters VI, VII (New York, McGraw-Hill Book Co., Inc., 1938).
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- Frey, A. W., Advertising, Chapter XVI, (New York, The Ronald Press Co., 1947).
- Hotchkiss, G. B., Advertising Copy, Chapter XIX, (New York, Harper and Brothers Publishers, 1936).
- Kleppner, O., Advertising Procedure, Chapter XV, (New York, Prentice-Hall, Inc., 1941).
- Nixon, H. K., Principles of Advertising, Chapter XVI, (New York, McGraw-Hill Book Co., Inc., 1937).

CHAPTER VI

BUSINESS PAPERS

Description and Classification of the various types of Business Papers

Publications in this field are classified according to the type of service, business or profession which they serve. These magazines or papers are technical manuals which report on the latest developments within the field. In the Standard Rate and Data Service for Business Papers, 169 classes of publications are listed by the markets reached or profession covered. There is an itemized list in Table 18. Bear in mind that the list is a classification list and not a list of the names of magazines. Actually, if Canada were to be included in the list of magazine titles there are over 2,000 U. S. and Canadian Business Papers.

Publications in this field perform several good functions and their use from an advertising viewpoint has several advantages:

- a. Although the circulation of individual publications is not high, these magazines reach an audience that is responsible for a large dollar volume of purchases.
- b. The circulation usually represents the leaders or those interested in the industry. The readers are reached in offices or under circumstances when their minds are tuned to the problems and when their interest is greatest in it.

THE

REPORT

OF THE

COMMISSIONERS OF THE LAND OFFICE

IN RESPONSE TO A RESOLUTION OF THE HOUSE OF COMMONS, PASSED ON THE 11TH OF MARCH 1864, RELATIVE TO THE LANDS BELONGING TO THE CROWN.

LONDON: PRINTED BY HENRY COOKE, STATIONER, 15, ABchurch-lane.

1864.

BY APPOINTMENT TO HIS MAJESTY'S MOST EXCELLENT COUNCIL.

PRINTED BY HENRY COOKE, STATIONER, 15, ABchurch-lane.

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1864.

BY APPOINTMENT TO HIS MAJESTY'S MOST EXCELLENT COUNCIL.

- c. Business papers are used as buying directories for equipment and supplies. Because the editorial material is authoritative the reading is sincere and with confidence. To word it a bit differently, these publications may be more intimate in their appeal.
- d. The space cost of these magazines is low.
- e. The editorial material is up-to-date and timely. In fact these publications are very often used by organizations to promote special sales promotions.
- f. In preparing copy, technical language can be used. Because of the selected and interested audience such wording is usually welcomed and understood by the readers.

However, there are several disadvantages in using business papers. They are as follows:

- a. There are too many business papers and as a result many have become burdens to their classification. This condition results also in a financial drain to many of the better papers who could use the additional income from increased circulation to improve the editorial material.
- b. Closely allied to this problem is the resulting disadvantage of small circulations.
- c. Many papers do not have sufficient market data about the market they represent or about the purchases made by the readers.

TABLE 18.

MARKET CLASSIFICATIONS FOR U. S. BUSINESS PAPERS

AS REPORTED BY STANDARD RATE AND DATA SERVICE *

Advertising and Marketing	Cleaning and Dyeing, Laundry	(Infants')
Air Conditioning	Clothing and Furnishing Goods	(Men's)
Amusements	"	"
Architecture	"	"
Arts	Coal-Mining, Merchandising	(Women's)
Automobiles and Accessories	Coin Operated Machines	
Aviation	Commercial	
Baking	Confectionery	
Banking	Cosmetics	
Barbers	Dental	
Beaches	Display	
Blacksmiths	Distribution	
Boots	Drugs	
Books	Dry Goods, Department Stores, etc.	
Brewing, Bottling, Distilling, etc.	Ecclesiastical	
Brick	Educational	
Brushes	Electrical	
Building	Electrotyping	
Building Management	Exports and Imports	
Business	Farm Implements	
Busses	Fertilizer	
Canning	Financial	
Canvas Goods	Fire Protection	
Carpets and Rugs	Fish	
Cemetery and Monuments	Florists	
Ceramics	Food	
Chain Stores	Food (Frozen)	
Chemical Engineering & Chemistry	Foreign Trade	
Civil Engineering	Funeral Directors	
Construction	Fur Trade	

* Standard Rate and Data Service, January 15, 1949.

TABLE 18. - Continued

Furniture and Upholstery	Materials Handling
Gas	Meats and Provisions
General Merchandise	Medical and Surgical
Gifts	Metal Trade
Glass	Military and Naval
Gove Trade	Milk and Milk Products
Golf	Millinery
Grain and Feed	Milling, Flour, Feed and Cereals
Grocery	Mining (Metal)
Hardware	Miscellaneous
Home Economics	Motion Pictures
Hosiery	Motor Trucks
Hospital Administration	Motorcycle
Hotels, Tourist Courts, Clubs, etc.	Municipal, County and Public Works
House and Home Furnishing Goods	Music
Ice Cream	News Dealers
Industrial	Notions
Industrial Distribution	Nuclear Science
Institutions	Nursing
Insurance	Nut Culture
Interior Design and Decorating	Office Equipment and Stationery
Jewelry and Watchmaking	Office Methods
Journalism	Oils (Vegetables)
Knit Goods	Optical and Optometric
Landscapes	Osteopathic
Laundry	Packaging (Manufacturers)
Leather, Boots and Shoes	" (Users)
Legal	Paint, Painting and Decorating
Lighting	Paper
Lithography	Personnel
Luggage	Petroleum and Oil
Lumber	Pets
Machinery	Photographic
Marine, Maritime, Shipbuilding	Plastic

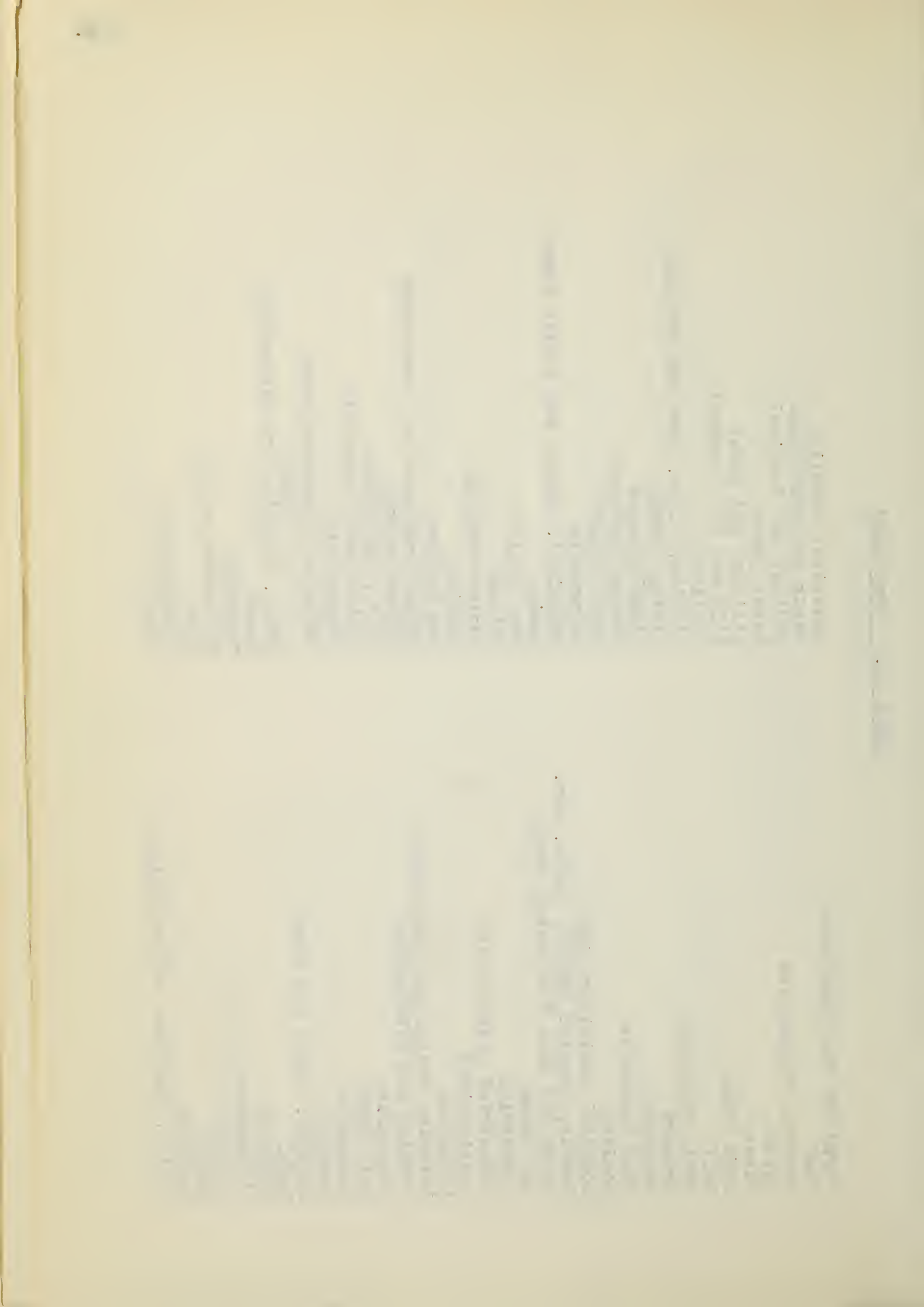


TABLE 18. - Continued

Plumbing	Sewage Disposal
Poultry and Poultry Products	Soap, Sanitary Products
Power, Power Plants	Sporting Goods
Printing	Stone Products
Printing Inks	Sugar and Sugar Beet
Prisons	Tea, Coffee, Spices
Produce	Telephone
Public Utilities	Textile
Purchasing	Tires
Radio	Tobacco
Railroad	Toys, Novelties
Refrigeration	Transportation, Traffic, Shipping, etc.
Restaurant, Cafeterias and Fountains	Travel
Roads, Streets, etc.	Venetian Blinds
Roofing	Veterinary
Rubber	Warehousing, Storage, etc.
Safety, Accident Prevention	Waste Materials
School Administration	Water Supply
Seals, Stencils and Stamps	Welding
Seed and Nursery Trade	Wire
Selling	Woodworking

Characteristics of Editorial Content

The editorial content for Business Papers is by no means uniform. The content depends entirely upon the market covered by the publication.

However, generally speaking, the content features articles on technical problems of the trade, news stories on latest developments or inventions and in many instances stories on people within the field or on personnel changes.

In Business Papers, advertising assumes an unusual role in that the great majority of these publications at some time or another are used as buying guides. For this reason advertisements are more technical, detailed and specific than those found in regular consumer publications.

A Profile of the Audience Reading Business Papers

The audience reading Business Papers is a highly selective one. The audience for papers in different market classifications bears no resemblance to the readers in another classification.

For example, The Progressive Grocer in the Grocery classification has the following breakdown of circulation:

Retail markets	67,947
Corporate Chain Executives	1,471
Wholesalers and Voluntaries	5,404
Food Brokers	1,197
Miscellaneous	<u>152</u>
Total effective circulation	76,171

For purposes of contrast only, a breakdown of the circulation of Automotive Digest in the Automobiles and Accessories

classification is as follows:

Independent Service Shops	70,050
Car Dealer Service Shops	23,400
Automotive Jobbers	4,733
Fleet Service Shops	2,507
Other Trade Coverage	<u>2,810</u>
Total Circulation	103,500

Characteristics of Business Paper Readership

The readership of publications in this field is undoubtedly more intense than in any other. The period of attention is much longer because a reader does not pick up a publication with such highly specialized editorial content unless he is seeking advice, facts or news.

Types of Products Advertised

The best description of the products advertised in Business Publications is to compare them with the editorial content. The products advertised depend upon the market classification in which the publication appears.

For example, American Builder is in the Building market classification. Products advertised in the January 1949 issue were as follows:

- Celotex Sheathing
- Celotex Insulating Lath
- Fenestra Residence Steel Casements
- Upson Laminated Panels
- Crane Plumbing and Heating
- Ceco Steel Products Corporation
- Columbia Window Shades and Venetian Blinds
- Masonite Leatherwood
- Truscon Steel Company
- Flintkote Building Materials
- Atlas Mortar Cement
- Cor-o-aire Heater Corporation

Coburn Swing-over Garage Doors -
 American Wire Fabrics Corp.
 Sargent & Company door locks
 American-Standard heating and plumbing
 Modine Convectors
 American Central Kitchens
 Bell Telephone System
 Clipper Masonry saws
 Keystone Steel & Wire Company
 Stanley Hardware and Tools

and many other products allied to the construction business.

One could not expect any of the products like those in the
 above list to be found on the pages of a magazine like The
 American Journal of Nursing listed under the Nursing and
 Health market classification. Products advertised in this
 magazine are:

W. B. Saunders Company - books on medicine
 Ovaltine
 The Clinic Shoemakers
 H. L. Bice Insurance Agency
 Clay-Adams Company - Torso models
 F. A. Davis Company - books on medicine
 Snowwhite Garment Mfg. Company
 Q-Tips
 Marvin-Neitzel uniforms
 Yodora Cream Deodorant
 Ackley Uniform Company
 Lippincott Books
 Lavioris mouthwash
 Bulova Watch
 Morris & Company, Inc. - uniforms
 Bayer Aspirin

and many other products designed to help a nurse with her
 every day problems.

Size of Audiences

The size of Business Paper circulations can nowhere
 near match those of national magazines or the larger

metropolitan newspapers. The Standard Rate & Data Service lists 71 publications in the Grocery market classification - only one of many classifications. Only six of these 71 publications have a circulation in excess of 20,000. One publication has a circulation over 100,000 and it is directed to store clerks rather than to owners or operators. The circulation of the six magazines is shown in Table 19.

No doubt these publications receive some "pass-on" circulation but it is an unknown quantity. National Grocers Bulletin claims four readers per copy or a total audience of 240,000 readers. If the total number of grocery outlets in the United States is in excess of 365,000 it can easily be seen that to get anywhere near this total it would be necessary to buy quite a few publications.

Sources of Circulation Data

Available circulation data for Business Papers is reported in a special Standard Rate & Data Service report listing over 2,000 U. S. and Canadian publications. This report is published monthly. In reporting the data on each publication, the source of the circulation figure is indicated. It may be an Audit Bureau of Circulation figure, a Controlled Circulation Audit figure or a circulation sworn to by the publisher.

The Audit Bureau of Circulation figures are quoted from publishers' semi-annual statements to the A.B.C.

The Controlled Circulation Audit figures are

TABLE 19.CIRCULATION, PAGE RATES AND COSTPER THOUSAND CIRCULATION OF PUBLICATIONS*IN THE GROCERY CLASSIFICATION OF BUSINESS PAPERS

<u>Publication</u>	<u>Circulation</u>	<u>Black & White Page Cost</u>	<u>Cost Per M B & W Page</u>
Chain Store Age	28,925	\$560	\$18.37
Co-operative			
Merchandise	24,267	450	18.51
Food Topics	92,815	980	10.56
National Grocers			
Bulletin	56,002	600	10.71
Progressive Grocer	75,747	510	6.74
Retail Clerks			
International			
Advocate	166,166	350	2.10

There are 65 other publications, each with a circulation less than 20,000.

Source: Standard Rate & Data Service, January 15, 1949

* For illustrative purpose and to abbreviate the table publications with less than 20,000 circulation have been excluded.

controlled or "free" circulation as reported in the CCA Audit Reports.

Business Paper Rate Structure

The rates of publications in this field should be reviewed carefully before any purchase. Usually the cost-per-thousand circulation is higher than that of most newspapers and most magazines.

With one exception, in Table 19, the cost-per-thousand circulation of the six magazines listed is well over \$6.00 per thousand. However, most advertisers who feel that it is to their advantage to concentrate in one of these markets offset this high cost with the reasoning that an ad has little, if any, waste circulation. The market is made up of readers who are not only basically interested in the product but are to a certain extent, "opinion moulders."

Most publications offer incentives to advertisers to run schedules with frequent insertions. For example, a typical rate structure for a business paper is reproduced in Table 20. The name of the publication is Food Topics. The major portion of these publications give the usual 15% agency commission to approved agencies and a 2% cash discount.

TABLE 20.

RATE SCHEDULE FOR FOOD TOPICS GENERAL ADVERTISING

<u>Per Inch</u>			<u>Per Inch</u>		
3 to 6 inches	\$25.00	520 to 909 inches	\$17.90		
7 to 17 "	24.65	910 to 1039 "	17.65		
18 to 34 "	24.15	1040 to 1819 "	17.50		
35 to 69 "	21.35	1820 to 2079 "	16.75		
70 to 155 "	20.00	2080 to 2729 "	16.35		
156 to 239 "	19.50	2730 to 3639 "	15.75		
240 to 419 "	19.00	3640 to 4549 "	15.25		
420 to 519 "	18.00	4550 or more	14.75		

The following tabulation indicates prices for standard size units used several times.

	<u>1 Time</u>	<u>6 Times</u>	<u>13 Times</u>	<u>26 Times</u>	<u>52 Times</u>
1 Page	\$980.00	\$882.00	\$864.85	\$820.75	\$747.25
40 inches	854.00	760.00	716.00	700.00	654.00
$\frac{1}{2}$ page	747.25	682.50	630.00	617.75	586.25
1 column	345.10	280.00	273.00	266.00	250.60
$\frac{1}{4}$ column	172.55	149.45	140.00	136.50	133.00
3 inches	75.00	72.45	64.05	60.00	58.50

Source: Standard Rate & Data Service January 15, 1949.

References - Business Papers

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CHAPTER VII

FARM PAPERS

Description and Classification of Farm Papers

Actually, the classification in the previous Chapter on magazines called "Farm Magazines" is one segment of a much broader classification "Farm Papers."

U. S. Farm Publications may be subdivided, by the type of farms reached, into the following groups: the number of publications in each group is also indicated:

Bee	2	General	82
Breed Publications	23	Livestock (General)	16
Co-operative	3	Pigeons & Pet Stock	3
Dairy	20	Poultry	18
Farmers' Associations	49	Power Farming	2
Farm Newspapers	4	Specialized Farming	7
Fruit	6	Vegetables & Small Fruits	2

The total U. S. farm publications listed in this way is 237.

However, just as important as the subdivision above, is a geographical division which totals 253 publications. The difference between the 237 and the 253 is due to magazines which have several regional or sectional editions. The geographical division is as follows:

Groups	10
National	68
Sectional	71
State	<u>104</u>
Total Papers	253

The 104 State publications are found in the following 35 states:

Alabama	1	Montana	1
Arizona	2	Nebraska	2
Arkansas	4	New Jersey	1
California	13	New Mexico	1
Colorado	1	North Carolian	3
Florida	3	Ohio	5
Hawaii	1	Oklahoma	4
Idaho	2	Oregon	3
Illinois	5	Pennsylvania	4
Indiana	3	South Dakota	1
Iowa	5	Tennessee	2
Kansas	5	Texas	5
Kentucky	2	Utah	1
Maryland	1	Virginia	1
Michigan	3	Washington	5
Minnesota	2	West Virginia	1
Mississippi	2	Wisconsin	4
Missouri	5		

Farm Papers, in direct contrast to Business Papers, are fewer in number. There are many publications with circulations in the hundreds of thousands and several with circulations exceeding a million.

The advantages in using farm papers in advertising schedules are many:

- (a) Farmers, like tradesmen reading a business paper; read the publications with a great deal of interest. In fact, a farm paper like a business paper is used as a buying guide.
- (b) The farm market offers a good potential to advertisers. In recent years farm income has risen resulting not only in more spending money but in modernization of farms which opens up markets for many allied products.
- (c) The average newspaper or magazine concentrates its circulation in metropolitan and urban areas. By using farm papers the coverage can be balanced.
- (d) There are many farm papers which have regional or state distribution which permits an advertiser to concentrate in specific areas.

On the other hand an advertiser who uses this type of publication should be certain that his own sales force or the salesmen of his wholesalers or jobbers have covered the outlets. The advertiser should be sure that his product has distribution justifying an expenditure in farm papers.

Characteristics of Editorial Content

The editorial content of farm papers differ. Some have the format of a magazine and others follow the format of a newspaper. The editorial content is based on news of primary interest to the farmer and on service articles which explain new developments or techniques in farming.

The editorial atmosphere of a farm paper is a good frame in which to place an advertisement of a product used by farmers or farm families.

In the Advertising Research Foundation study of the Progressive Farmer, issue of February 1948, the best-read editorial items of all types for each sex were as follows:

<u>MEN</u>	<u>PER CENT</u>
Possum Money Comes Easy (feature)	60
Cartoon	54
Here and There in Texas (feature)	53
Early Texas and Its Livestock (feature)	53
Handy Devices (department)	48
A Pension from Pines (feature)	47
Kudzu Puts Idle Hands to Word (feature)	47
Let's Give our Boys and Girls a Better Chance in Life (feature)	45
Cartoon	44
What's New In Agriculture (department)	42
Fighting Root Rot In the Blacklands (feature)	42
Top Steer 1947 International (feature)	42
Cartoon	42

<u>WOMEN</u>	<u>PER CENT</u>
Let's Give our Boys and Girls a Better Chance in Life (feature)	59
Cartoon	57
Cartoon	54
Make The Most of Oven Meals (feature)	51
Give Me The Country (feature)	50
Possum Money Comes Easy (feature)	50
My Funniest Experience (department)	49
Country Voices (department)	44
The Next Thirty Days in the Garden (department)	43
Cartoon	42

The report states that as could be expected, men showed a preference for farming topics while women displayed a greater interest in homemaking activities.

In the Research Foundation's Study of The Farmer, a similar pattern of reading was revealed. The percentages are as follows:

<u>MEN</u>	<u>PER CENT</u>
Adventures of Slim and Spud (department)	86
Handy Hints (department)	76
Cartoon	64
Cartoon	60
The Song of the Lazy Farmer (department)	54
Cartoon	53
New Things and Things To Come (feature)	47
Markets (department)	46
Farm Questions (department)	44
Orphans of the Farm (feature)	43

<u>WOMEN</u>	
Adventures of Slim and Spud (department)	75
Berry Time is Coming (feature)	68
Cartoon	63
Cartoon	60
Let's Shower The Bride (feature)	60
Cartoon	59
The Song of the Lazy Farmer (department)	54
Good Kitchen Lighting (feature)	52
Funland (department)	51
Letters From The Farm Home (department)	50

The survey, in reviewing the figures, says

"Readership scores revealed the preference of men for features devoted to farming and of women for articles concerned with homemaking activities.

Women, however, were interested in many features dealing with the business of farming."

This comment is very similar to the one made in The Progressive Farmer Study.

A Profile of the Audience Reading Farm Papers

As the name implies, farm papers are primarily read by a farm audience. The Advertising Research Foundation in cooperation with the Agricultural Publishers Association has made readership studies on farm papers. For the purpose of reviewing who reads this type of publication, the results of two of the A.R.F. studies will be discussed here:

The Progressive Farmer and The Farmer

It is interesting to note in both of these studies that the sample used revealed a number of non-farm families. The breakdown of the samples of subscriber families is as follows:

<u>Subscriber Families</u>	<u>THE PROGRESSIVE FARMER</u>	<u>THE FARMER</u>
Living on Farms	391	411
Managed or worked on farms	4	2
Owned farms worked by others	7	8
Not living on farms	<u>132</u>	<u>58</u>
TOTAL	534	479
Location of sample:	Texas	Minnesota
	Oklahoma	North Dakota
		South Dakota

In other words, 73% of the Progressive Farmer sample lived on farms and operated them and 86% of The Farmer sample lived on farms and operated them. However, the balance of both samples live in the open country or in small cities and towns.

The Progressive Farmer study was based on the February, 1948 Texas edition which covers Texas and Oklahoma. The total circulation of the five regional editions is over a million: the Texas edition totals over 200,000. Subscriber families in the sample had an average of 3.57 members including all ages. Families averaged 2.93 persons 12 years of age and older. Subscriber families based on a circulation, December, 1947, of 213,159 had 625,000 family members 12 years of age and over.

The readership of this audience divided by sex is as follows:

<u>Sex</u>	<u>Persons in Family</u>	<u>Per cent of each sex who read</u>	<u>Total Readers in Subscribers Families</u>
Men, 12 years & over	324,000	56%	183,000
Women, 12 years & over	<u>301,000</u>	66%	<u>198,000</u>
TOTAL	625,000		381,000

It is interesting to note that this farm paper has about an even distribution of readers between men and women.

By age groups the division is as follows:

<u>Age Group</u>	<u>Persons in Family</u>	<u>Per cent of each group who read</u>	<u>Total Readers in Subscribers Families</u>
12 - 29 years	210,000	64%	135,000
30 - 44 "	149,000	61%	91,000
45 - 59 "	163,000	59%	96,000
60 years and over	<u>103,000</u>	57%	<u>59,000</u>
TOTAL	625,000		381,000

The two lower age brackets, those from 12 to 44, account for almost two-thirds of the readers. However, 65% of the readers were 30 years of age and over.

The readership characteristics revealed in another study - THE FARMER - are similar.

The readership of THE FARMER by sex is as follows:

<u>Sex</u>	<u>Persons in Family</u>	<u>Per Cent of each Sex who read</u>	<u>Total Readers in Subscribers Families</u>
Men, 12 years & over	459,000	58%	266,000
Women, 12 years & over	<u>407,000</u>	69%	<u>279,000</u>
TOTAL	866,000		545,000

It is again interesting to note that the number of female readers exceeds the male readers.

By age groups the readership is as follows:

<u>Age Group</u>	<u>Persons in Subscriber Families</u>	<u>Per Cent of Each Group Who Read</u>	<u>Total Readers Among Subscribers Families</u>
12 - 29 years	339,000	66%	223,000
30 - 44 "	237,000	60%	142,000
45 - 59 "	195,000	59%	115,000
60 years and over	<u>95,000</u>	69%	<u>65,000</u>
TOTAL	866,000		545,000

59% of the readers were 30 years of age and over. However, as was true of the age breakdown of THE PROGRESSIVE FARMER, two-thirds of the readers are under 44 years old. This study of THE FARMER was made in the second week of May, 1948. The total circulation of this publication is just over 260,000.

Characteristics of Farm Paper Readership

Farm publications, just like newspapers and other national magazines, are read by several members of a subscribing family. Generally speaking, an advertiser can expect a copy of the magazine to be made available to more than one person per family.

The Advertising Research Foundation studies of the PROGRESSIVE FARMER and THE FARMER reveal the following readers within a home:

	<u>THE PROGRESSIVE FARMER</u>	<u>THE FARMER</u>
Total Family Members (all ages)	3.57	4.36
Family Members 12 years and over	2.93	3.32
(men)	(1.52)	(1.76)
(women)	(1.41)	(1.56)
Qualified Readers Averaged per Family	1.79	2.09
(men)	(.86)	(1.02)
(women)	(.93)	(1.07)

Types of Products Advertised

The products advertised in farm papers are of a nature primarily used by the farmer or his wife in performing the daily chores. THE FARMER of May 1, 1948 included ads in the following classifications:

Agricultural Chemicals and Fertilizers	8 ads
Automotive Equipment, Accessories	7 "
Building Materials, Equipment, Fixtures	5 "
Cleaners, Polishes, Soaps	1 "
Clothing, Wearing Apparel, Shoes	1 "
Dairy, Livestock and Poultry Equipment	3 "
Dairy, Livestock and Poultry Feeds and Supplements	6 "
Dairy, Livestock and Poultry Remedies and Services	8 "
Drugs, Remedies and Toilet Goods	1 "
Farm Operating Machinery and Equipment	14 "
Food and Food Products	6 "

Gasoline, Lubricants and Other Fuels	4 Ads
General Equipment for Farm Use	3 "
Household Equipment and Supplies	5 "
Household Furnishings	1 "
Insurance and Financial	1 "
Poultry Display and Breed Associations	11 "
Public Relations	2 "
Retail Stores, Shops or Mail Order	1 "

It is obvious from the above list that products advertised in a farm paper not only include farm products but general consumer products such as soap, cigarettes, gasoline, insurance, cereal, coffee or other food products.

Farm papers are used by many national advertisers to round out media schedules whose coverage is disproportionately high in metropolitan or urban markets. The farming population is a big market which must be reached by manufacturers of mass consumer products which are used day in and day out and week in and week out by commuters or corn huskers.

Size of Circulations or Audiences

The circulations of established Farm Papers like Capper's Farmer, Country Gentleman and the many others listed in Table 21 are comparable to circulations of the well-known consumer magazines. The Audit Bureau of Circulation figures for "net paid circulation" is the most reliable guide to the purchase of space in this type of publication just as it is

TABLE 21.

CIRCULATION, RATE, COST PER THOUSAND CIRCULATION
OF FARM PAPERS WITH CIRCULATIONS OVER 250,000

	<u>Circulation</u>	<u>Black & White Page Cost</u>	<u>Cost Per Thousand</u>
American Poultry Journal	497,436	\$1,150	\$2.31
Capper's Farmer	1,312,402	4,200	3.20
Capper's Weekly	371,565	2,400	6.46
Country Gentleman	2,348,213	6,500	2.77
Farm and Ranch	316,815	1,350	4.26
The Farmer	260,249	1,646	6.32
The Farmer-Stockman	264,592	1,330	5.03
Farm Journal	2,674,483	6,600	2.47
Hoard's Dairyman	295,518	1,740	5.89
Kansas City Star (Wkly.)	441,345	2,957	6.70
Midwest Farm Paper Unit	1,222,835	6,050	4.95
Poultry Tribune	496,803	1,500	3.02
Prairie Farmer	367,332	1,893	5.15
The Progressive Farmer	1,043,741	3,900	3.74
Rural New Yorker	304,763	1,568	5.14
Southern Agriculturist	1,058,011	3,800	3.59
Southern Farmer	1,034,546	4,450	4.30
Southern Planter	327,216	1,300	3.97
Successful Farming	1,252,644	3,000	2.39
Wallace's Farmer & Iowa Homestead	278,986	1,568	5.62

Source: Standard Rate & Data Service, January 15, 1949.

for newspapers and magazines.

For additional information on farm paper audiences within subscribers' homes the Advertising Research Foundation has made a number of studies just like the two that have been used as examples in previous paragraphs. The total audience figures quoted in these reports are related to ABC circulation. They do not attempt to measure "pass-on" circulation.

Sources of Circulation Data

Circulation data for Farm Papers is summarized in the Standard Rate and Data Service report listing Consumer Magazines. In the back of this report is a section for farm publications and another for Transportation Advertising. In reporting the circulation data each month, S.R.D.S. indicates the source of the circulation figure.

The Audit Bureau of Circulation figures are quoted from publishers' semi-annual statements to the A.B.C.; Controlled Circulation Audit figures are quoted from the C.C.A. Reports. For any other farm publication, the figures are quoted from the publishers' sworn statements.

Rate Structure of Farm Papers

Farm Papers, like Magazines and Business Papers, allow a 15% discount to recognized advertising agencies. A 2% cash discount is allowed to the advertiser. The cost per thousand rates of the farm publications compare favorably with the national magazines. The C.P.M. are in a range from

\$2.00 to \$6.00. The black and white page rates and the C.P.M. are summarized in Table 21 for all papers with a circulation over 250,000.

The practice of charging different rates based on quantity or frequency of issue is not as prevalent in this type of publication as it is in business papers. However, some farm papers give discounts. For example, the Kansas City Star-Weekly has the following rates:

Per line for less than 616 lines	\$1.50
Per line, 616 lines or more per insertion	1.35
Per line, 1232 lines or more per insertion	1.20

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CHAPTER VIII

OUTDOOR - POSTERS

Description of 24 Sheet Posters

Billboards or 24 Sheet Posters are large signs erected by the side of the road, on the side of buildings or on top of buildings. The dimensions of one of these posters is approximately 12 ft. high by 25 ft. in length. A substantial number of the posters are illuminated at night. In fact an advertiser buying a showing in a city usually buys at least a half of the panels illuminated.

There are many individual plants selling poster service just like newspapers and radio stations. However, in contrast to other media, there is one central organization from which poster space can be purchased. This is the National Outdoor Advertising Bureau owned by a large group of Advertising Agencies which performs many administrative services such as:

- a. Placing contracts with plant owners
- b. Bills agency for services rendered
- c. Pays plant owners
- d. Checks service delivered by plant owners and availability of showings

In return for this service, the plant owners allow the NOAB a commission of 16-2/3%. The Bureau passes 15% on to the advertising agency placing the contract with the Bureau.

There are a few fundamentals which should be

remembered in purchasing poster board locations. The majority of the readers of a poster are moving. These readers are usually, if not always in automobiles, which allows them only a very few seconds to read the message. With this fact in mind consider these fundamentals:

- a. The location of the posters should be carefully evaluated in relation to the flow of traffic. Poster plant operators try to purchase the best locations but they are not always able to do so. The advertiser should check the locations or have a representative of the agency check the positions. Locations for posters are just as important as time periods are in radio.
- b. Posters should be so located that the flow of traffic can't miss seeing the panel. It is best to have panels with high visibility for the flow of traffic in both directions. This is not possible very often. It is better to have a panel which must be seen by everyone in the flow of traffic in one direction. This is much more preferable than a mediocre panel which can be observed to a certain extent from traffic moving in both directions. As a matter of common sense it should be remembered that a goal to keep in mind is to have absolutely everyone going toward town or the shopping center read the advertising message.
- c. Copy on poster boards must be short and to the point. The advertisement for a newspaper may be prepared for the reader "who runs" through the pages but the copy on

a poster panel must be prepared for the occupant of an automobile who is traveling from 15 to 50 miles per hour. This is one disadvantage of posters because the length of "selling copy" is severely limited. Usually just one phrase from 5 to 8 words is the limit.

- d. Posters can be printed or painted in colors. This enables an advertiser to display in full color and greatly enlarged, the package for the product or, if it is a food product, the product can be shown in use. This is an advantage that posters and magazines have over newspapers and radio.
- e. Posters, because they are constantly exposed to the weather can fade or deteriorate quickly. An advertiser should constantly check the positions and be certain that the panels are receiving proper care and service.

Characteristics of Editorial Content of 24 Sheet Posters

Posters do not have any editorial content. The entire poster area is used for product display either by reproducing the package or by showing the product in use and for the few words of advertising copy. Posters cannot rely on any other factor such as the news in newspapers or the entertainment of a radio show to arrest the attention of the prospective buyer in order that an advertiser can tell his story.

Posters must rely entirely on a combination of three factors:

1. Their large size
2. A dominant location
3. Boldness of illustration and copy on poster

A Profile of the Audience Seeing 24 Sheet Posters

The people who see and read posters are, literally, all the masses. They are the people who walk or drive or ride down Main Street, U.S.A. every day. They are men and women of all ages, of all income groups, and of all educational levels. Seers of posters are of all occupations. The audience of a poster showing is similar to that of a newspaper.

Characteristics of 24 Sheet Poster Readership

There is no definite information on the readership of posters. There are audience estimates which are reviewed in a paragraph that follows but these figures are estimates of total available audience. Newspapers and magazines have A.B.C. circulations which are subject to adjustment by Starch Readership indices. The Traffic Audit Bureau, the 24-sheet circulation service, provides an estimate of the total available circulation. It does not attempt to measure how many persons actually see a poster.

Types of Products Advertised on 24 Sheet Posters

Because of the very nature of posters, the advertising

posted on them must promote products that appeal to the masses. Some of these products or services would be:

Food
Liquor
Automobiles
Soap
Transportation -
 Railroads, Airlines, Busses
Cigarettes
Entertainment

There are many others which would be at home on poster panels. However a product with a special appeal or a limited usage such as pipe tobacco, cosmetics and other extremes would find that a substantial portion of the audience is waste circulation.

Size of 24 Sheet Poster Audiences

The size of a poster audience depends upon several factors:

1. The City Size and Traffic flow
2. The location of the posters
3. The intensity of the showing. The number of boards in cities can vary.

However, the size of an audience available to each poster is based on a formula established by The Traffic Audit Bureau.

The technique used in measuring the circulation follows:

The flow of traffic by the location is first calculated. Pedestrian circulation is figured by counting the number of persons traveling in both directions on both sides of the street for a half hour in the morning and a half hour in the afternoon.

Automobile and truck circulation is counted in a similar manner.

The number of street car and bus passengers passing each counting station are determined for a twelve-hour day from 6:00 A.M. to 6:00 P.M. and for the eighteen hour day from 6:00 A.M. to 12:00 midnight from a certified statement of a responsible executive of the operating company.

The three sets of traffic figures are summarized on a form and the pedestrian and vehicle figures have factors (projecting the figures to a 12 hour and 18 hour day) applied. For example:

<u>$\frac{1}{2}$ Hour Period</u>	No. of <u>Ped'ns.</u>	<u>Pedestrian Circulation</u>			
		<u>12 hours</u>		<u>18 hours</u>	
		<u>Factor</u>	<u>Circulation</u>	<u>Factor</u>	<u>Circulation</u>
Morning					
9:15 to 9:45	60				
Afternoon					
2:45 to 3:15	<u>85</u>				
Sum of Counts	145	8	1,160	11	1,595

<u>$\frac{1}{2}$ Hour Period</u>	No. of <u>Autos</u>	<u>Automobile-Truck Circulation</u>			
		<u>12 hours</u>		<u>18 hours</u>	
		<u>Factor</u>	<u>Circulation</u>	<u>Factor</u>	<u>Circulation</u>
Morning					
9:15-9:45	120				
Afternoon					
2:45-3:15	<u>160</u>				
Sum of Counts	280	19	5,320	27	7,560

The 12 hour effective circulation would be calculated in the same way.

Having determined the effective circulation for a location, the third phase is to evaluate the position. The data is transferred from the previous form on to the following:

<u>Panel Location</u>						<u>Net Adv. Circulation</u>	
Main Street							
<u>No.</u>	<u>Ill. Unill.</u>	<u>Circulation</u>		<u>Space Position</u>		<u>Each Street</u>	<u>Total</u>
		<u>Gross</u>	<u>Effective</u>	<u>Code</u>	<u>Value</u>		
1	x	11.3	5.1	1PE	8		4.08

The Net Advertising Circulation is determined in the following way:

1. The approach distance was checked - long, medium, short and flash approach - ratings of 1, 2, 3, F.
2. The speed of traffic was checked - fast or slow vehicular traffic.
3. The angle of the sign was checked - an angle facing traffic or parallel to traffic.
4. The relation of the panel to adjacent panels.

Depending upon the above analysis the position can be rated from 0 to 10 (0% to 100%). The rating taken from the Traffic Audit Bureau Space Position Value Table was "IPE" which shows a rating of 8 (80% of 5.1 = 4.08). The code "IPE" means "Long Approach, Parallel Panel, End of Group." In other words, this illuminated panel in question which originally had a traffic circulation of 11,245 for the 18-hour day from 6:00 A.M. to 12:00 midnight has a net

circulation of 4,080.

Sources of 24 Sheet Poster Audience Data

Poster audiences, unlike newspapers and magazines, are not of such a nature that an actual circulation count can be made. On the other hand estimates of audiences are available. In 1934 The Traffic Audit Bureau was organized for the purpose of creating a standard for measuring circulation. The Bureau is a non-profit service organization jointly owned and operated by a board of directors representing buyers and sellers of outdoor advertising. The procedure used by the T.A.B. was outlined in previous paragraphs.

24 Sheet Poster Rate Structure

Posters, like Car Cards, can be bought on several different bases. For example, in Boston the relative number of posters for different showings would be as follows:

	<u>Number of Panels</u>		<u>Total</u>
	<u>Non-illuminated</u>	<u>Illuminated</u>	
100 Intensity	75	85	160
50 Intensity	40	50	90
10 Intensity	7	8	15

Posters like nearly every other media are costly in that they require a substantial investment of money when national coverage is bought for a 12-month period. If an advertiser were to buy a 50-intensity showing in all cities and towns in the United States of 50,000 population an over the cost per month would be \$95,020.56. For this amount, the

TABLE 22.

A 50 INTENSITY 24-SHEET POSTER SHOWING IN NEW ENGLAND *

State - City	Population (in 000s)	Number of Posters		Cost for One Month
		Non-illuminated	Illuminated	
Maine - Bangor District	52.9	5	1	\$ 168.00
Lewiston - Auburn Mkt.	70.5	3	2	162.50
Portland Mkt.	118.0	7	5	420.00
N. H. - Manchester Mkt.	93.9	6	3	225.00
Mass. - Boston Metro. Mkt.	2,172.1	40	50	3,330.00
Brockton Mkt.	126.9	6	4	350.00
Fall River	115.4	7	3	240.00
Fitchburg-Leominster Mkt.	88.7	4	2	195.00
Cape Cod-So. Shore Mkt.	56.5	5	-	112.50
Gardner-Athol Mkt.	50.5	3	-	67.50
Holyoke District	60.6	3	2	150.00
Lawrence District	124.8	5	4	300.00
Lowell District	122.0	5	4	300.00
New Bedford Dist.	134.4	6	4	300.00
Pittsfield	54.1	5	3	220.00
Springfield Dist.	230.8	7	6	412.00
Taunton Mkt.	57.8	3	1	130.00
Worcester Mkt.	296.5	13	7	700.00
R. I. - Pawtucket District	101.0	5	4	262.50
Providence District	425.6	16	8	680.00
Woonsocket	42.3	4	2	160.00

* As of November 1948. In some markets the services of only one plant has been selected arbitrarily - others are available.

TABLE 22. - Continued

<u>State - City</u>	<u>Population (in 000s)</u>	<u>Number of Posters Non-illuminated</u>	<u>Cost for One Month</u>
Conn. - Bridgeport District	234.1	9	\$ 475.00
Hartford Mkt.	247.5	8	357.00
New Britain Dist.	79.4	5	235.00
New Haven Dist.	258.6	10	660.00
New London-Norwich Mkt.	119.8	2	260.00
Stamford Mkt.	104.3	3	230.00
Waterbury Dist.	137.3	5	265.00
		<u>148</u>	
Total	<u>5,776.3</u>	<u>204</u>	<u>\$11,367.00</u>

poster showing would cover 58,433,800 population with 1884 non-illuminated posters and 1323 illuminated. The total number of posters is 3,207. On a 12-month basis this represents a space cost of \$1,140,248. This total amount would be reduced some by discounts allowed by local plants. However, the material costs - posters - would cost about 10% or \$114,000. This last item depends upon the artwork used, the number of posters printed, the number of colors and several other factors such as whether or not the posters would be changed every month.

Description of 3-Sheet Posters

Three-sheet posters or "Criterion Boards" are panels 4 ft. wide by 8 ft. high erected on the side of neighborhood stores. The actual posting area is 3 ft. 5 in. wide by 6 ft. 10 in. high. Posters may be multi-colored and are changed from month to month similar to 24 sheet posters.

There are several advantages in using these small poster panels.

- a). A local advertiser or a manufacturer with regional distribution can use this medium. Showings are built to order in selected neighborhoods.
- b). Posters permit display of the package or the product in use. Posters may be printed in several colors.
- c). Posters permit advertising close to the point of sale. Grocery store or drug store products can use 3-sheets as a reminder medium for the shopper on her way to the neighborhood store.

- d). To the neighborhood storekeeper, posters are a tangible medium. He can see and feel them. He knows this is a local medium. Because of this, posters can be merchandised almost as easily as newspapers.
- e). Posters are visible during all the daylight hours to anyone passing within range. However, they are not illuminated after dark.

There are disadvantages:

- a). Posters are seen by moving audiences. Because exposure time is limited, panels require short copy.
- b). Actual audience estimates are not as factual as are those available for other media.
- c). A long-term commitment must be made which takes away from the advertiser any elasticity in scheduling.

Editorial Content of 3 Sheet Posters

Posters have no editorial appeal by themselves. There is no reader interest such as in newspapers and magazines. This medium has to rely entirely on the attractiveness and boldness of the illustration and layout on the poster itself.

A Profile of the Audience Seeing 3 Sheet Posters

The readers of 3-sheet posters are similar to the readers of 24-sheet posters. The poster can be seen by everyone in the neighborhood. The relative status of the neighborhood or city to be covered as compared to the U. S. averages is basically the audience which an advertiser can expect to

view his posters. Posters placed on panels in low income or low rental neighborhoods will be seen primarily by men and women in this economic bracket. The opposite is also true.

Characteristics of 3-sheet Poster Readership

The readership of 3-sheets is one of the intangibles of advertising. Estimates of audiences are available based on traffic counts of pedestrians but how many of these persons glance at or read a poster is unknown.

However, due to the very nature of the traffic, i.e. it is moving, the opportunity for readership is limited... so limited that advertisers and agencies consider it good layout technique to place as few words of copy on the poster as is possible. Posters, because of this characteristic, are a reminder medium. In other words, they can be used, where the budget permits as a supplementary effort to remind the consumer of a name or of the appearance of the package.

Types of Products Advertised on 3-Sheet Posters

Products advertised on posters appeal to the masses.

A few of these products would be as follows:

- Food - Bread, soups, cereals, etc.
- Cleansing or Bleaching materials
- Entertainment
- Drug Products

A product with a specialized appeal to one sex or to one market group would be buying waste circulation in poster panels. This fact is as true for 3-sheets as it is for 24-

sheet posters.

Size of 3-Sheet Poster Audiences

The Criterion Service, Inc. estimates national coverage on several bases including estimates of the daily audiences reached with a given number of recommended panels.

	<u>Population</u>	<u>Food Outlets</u>	<u>Drug Outlets</u>	<u>Daily Eff. Pedestrian Circulation</u>	<u>Recommended Criterion Coverage</u>
Recommended Coverage by States-Total U. S.	68,444,924	223,676	37,837	41,581,094	26,734
Recommended Coverage by the 96 Largest Cities in the U.S.	39,668,803	109,129	21,488	29,612,670	12,191
Recommended Coverage for the 43 Key Markets in the U.S.	52,183,200	125,889	24,114	29,005,062	14,483

The above estimates of daily pedestrian circulation represent the total number of viewers able, from a position viewpoint, to see the panel. Of course, one might say that this is the maximum claim that can be made for any medium. Even the A.B.C. circulation of a newspaper is only the total number of copies in which an ad appears. It is no guarantee of audience. On this basis a daily "audience availability" of 30 to 40 million is available as a potential. It is a tremendous audience if one keeps in mind that the daily circulation is available 365 days a year.

Sources of 3 Sheet Poster Audience Data

Criterion Traffic Audits made by the Criterion Service, Inc. include pedestrian traffic only. Mass transportation services such as street cars, elevated trains or busses are not included.

Unlike newspapers or magazines but similar to 24-sheet posters and radio, the measurement of the audiences passing a poster board is not as concrete as an A.B.C. circulation figure. Certain yardsticks in any of these audience studies have to be arbitrarily decided upon. The Daniel Starch Audit ⁽¹⁾ indicated that the Average Net Effective Daily Pedestrian Circulation per panel, on a year-round average is as follows:

<u>Size of City</u>	<u>Daily Circulation per panel</u>
500,000 pop. and over	2,687
250,000 pop. and over	2,344
100,000 pop. and over	1,717

In other words in a city of 500,000 population or more like Boston, Mass. (760,000), the Criterion Service, Inc. would recommend 400 panels which projected on the basis of a 2,687 daily circulation each, the total daily pedestrian traffic would be 1,074,800.

3-Sheet Poster Rates

The base rate of 3-Sheet Posters is \$4.50 per panel

1. Quoted from Criterion Service, Inc. Rate Card No. 7, June 1, 1948.

per month. The contract period is 36 months. Cancellation privileges can be arranged at the end of the first 12 months or at the end of the 24 month period. The rate provides for changing the poster each month.

If cancelled at the end of the first 12 month period, there is a short rate of 65% per panel per month for each of the preceding 12 months. If cancelled at the end of the second 12 month period or after the panels have been up for 24 months the short rate is 30% per panel per month for each of the 24 months. On a 12 month basis, the rate per panel is \$5.15 per month.

The Criterion Service does not provide any quantity discounts. An agency commission of 15% is allowed. There is no cash discount. In an earlier paragraph, national coverage was shown on three different bases. The cost of this coverage is as follows:

<u>Type of Coverage</u>	<u>Cost for One Year</u>		<u>12 Month Rate Base @\$5.15 per mo.</u>
	<u>Recommended Criterion Cov. No. of Panels</u>	<u>36 Month Rate Base @\$4.50 per mo.</u>	
Recommended Coverage by States	26,734	\$1,443,636	\$1,652,161
Recommended Coverage by the 96 Largest Cities in U.S.	12,191	658,314	753,404
Recommended Coverage for the 43 Key Markets in U.S.	14,483	782,082	895,049

On a regional basis, New England for example, the cost of a showing with 3,118 panels would be \$192,692 on a twelve month

basis and \$168,372 on a 36 month basis. The coverage by states is shown in Table 23.

TABLE 23.

3-SHEET POSTER COST ESTIMATE FOR A NEW ENGLAND SHOWING

<u>State</u>	<u>Population</u>	<u>Food Outlets</u>	<u>Drug Outlets</u>	<u>Daily Effective Pedestrian Circulation</u>	<u>Recommended Criterion Coverage</u>
Maine	333,672	1,287	188	140,270	162
New Hampshire	274,727	1,033	133	124,049	136
Vermont	121,966	480	72	37,385	70
Massachusetts	3,856,756	12,784	1,969	2,951,968	1,891
Rhode Island	634,526	2,241	360	411,236	265
Connecticut	<u>1,500,376</u>	<u>5,371</u>	<u>833</u>	<u>729,496</u>	<u>594</u>
Total	<u>6,722,023</u>	<u>23,196</u>	<u>3,555</u>	<u>4,394,404</u>	<u>3,118</u>
Cost per Month: 3,118 panels @ \$4.50 (3 yr. basis)					\$14,031
Cost for one Year on 3-year basis					\$168,372
Cost per Month: 3,118 panels @ \$5.15 (1 yr. basis)					\$16,057.70
Cost for one Year on 12-month basis					\$192,692.40

References - Outdoor Posters

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CHAPTER IX

OUTDOOR - CAR CARDS

Description of Car Cards

In reality, car cards are small posters printed either in black and white or color. The standard size card is 11 inches wide by 28 inches long and the giant size is 11 inches by 42 inches. These cards are placed above the windows in street cars, subway or rapid transit trains and busses.

Advertising by car cards is available in every large city in the United States and in many medium and small towns. Car Card advertising is sold on the basis of three different showings:

- Full Service - a card in every vehicle
- One-half Service - a card in every other vehicle
- One-Quarter Service - a card in every fourth vehicle

Car Cards, like newspapers, posters and spot radio are a medium which enables the advertiser to advertise locally. The general characteristics are as follows:

- a. A small or local advertiser can select markets for advertising in which he has distribution of his product.
- b. A local advertiser with limited distribution can feature the natural colors of the product or package which is only possible in one other medium - posters.

This is an opportunity offered especially to food manufacturers who prefer to show the appetite appeal of the product.

- c. This medium, like newspapers, enables national advertisers to have local or regional tieups with dealers, stores or distributors handling the product.
- d. Although it is preferable to have short copy like posters this is not absolutely necessary because the viewers of a car card are exposed to the copy for several minutes.
- e. Like posters, but unlike newspapers and most other media, this medium serves as a reminder to the shopper on her way to buy.
- f. The placement of cards in vehicles can be controlled and because the vehicles operate within accurately defined areas, the advertising can be directed toward a specific area.

Editorial Atmosphere of Car Cards

There is no editorial material associated with car cards. The only printed matter around a car card is another card either on one or both sides. Like posters, car cards must rely entirely on their own make-up to attract reader attention.

Profile of Audience Reading Car Cards

Like newspapers and radio, car cards are a mass

medium. The Advertising Research Foundation has made a study of the riding and reading habits of people using this type of transportation in thirteen cities:

- | | |
|---------------------------|--|
| 1. Newark, New Jersey | 7. Chicago, Illinois |
| 2. New Haven, Connecticut | 8. San Francisco and Oakland, California |
| 3. Detroit, Michigan | 9. New Orleans, La. |
| 4. Cleveland, Ohio | 10. Buffalo, New York |
| 5. Milwaukee, Wisconsin | 11. Boston, Mass. |
| 6. St. Louis, Missouri | 12. Providence, R. I. |
| | 13. Johnstown, Penna. |

The first ten of these individual city studies have been summarized in a composite 10-Study Summary which reveals the following about car card audiences:

80% of all persons 15 years and older are riders

The average length of a ride is 26 minutes

By Sex - 76% of all men 15 years and older are riders

84% of all women 15 years and older are riders

By age Groups - 87% of the people 15 to 29 are riders

80% of the people 30 to 44 are riders

75% of the people 45 and over are riders

By Rental Groups - 78% of people in upper quartile are riders

80% of people in second quartile are riders

82% of people in third quartile are riders

82% of people in lower quartile are riders

By Housewives vs. Non-Housewives -

82% of all housewives are riders

93% of the non-housewives are riders

The above composite percentages for the first 10 cities seem to indicate that more women than men ride street cars and subways. Of those men and women who do ride more of them are in the younger age brackets. The division by rental groups indicates that more persons in the lower rental brackets and also no doubt in the lower income brackets are riders than those in the upper brackets.

Because housewives are very important purchasers it is interesting to note that 8 out of 10 are riders. Most important of all is the frequency of riding which is a measure of the maximum number of opportunities that any ad can be read by the riders:

39% of all persons 15 years and older make 5 round trips or more in a week

23% of all persons 15 years and older make 2 to 4 round trips in a week

18% of all persons 15 years and older make 1 to 4 round trips in a month

In other words of the 8 out of 10 of all persons who ride (80%) only one-half of them ride every week day (39%).

By Sex, frequency of riding is as follows:

Men - 48% of men make 5 round trips or more each week
 15% of men make 2 to 4 round trips a week
 13% of men make 1 to 4 round trips a month

Women - 30% of women make 5 round trips or more each week
 30% of women make 2 to 4 round trips a week
 24% of women make 1 to 4 round trips a month

Although less men in total use street cars, etc. than women, 63% make more than 2 round trips a week in contrast to 60% of all women making 2 or more round trips per week.

By Age Groups, frequency of riding is as follows:

48% of all persons 15 to 29 make 5 or more round trips a week
 35% of all persons 30 to 44 make 5 or more round trips a week
 32% of all persons 45 and over make 5 or more round trips a week

23% of all persons 15 to 29 make 2 to 4 round trips a week
 24% of all persons 30 to 44 make 2 to 4 round trips a week
 23% of all persons 45 and over make 2 to 4 round trips a week

16% of all persons 15 to 29 make 1 to 4 round trips a month
 21% of all persons 30 to 44 make 1 to 4 round trips a month
 20% of all persons 45 and over make 1 to 4 round trips a month

Although 80% of all persons ride, only 5 out of 10 (48%) in the age bracket 15 to 29 years, ride every week day or better. Of all those persons 30 to 44 years, 3 to 4 out of every 10 (35%) ride every week day or its equivalent.

By Rental Groups, the frequency of riding 5 round trips a week or more is greater in the lower (41%), the third (40%), the second (40%) rental quartiles than in the upper quartile (33%). Of those that make 2 to 4 round trips per week, there is very little difference by rental groups - 22% to 24%. A similar situation exists in the rental groups which make from 1 to 4 round trips a month - 17% to 21%.

Characteristics of Car Card Readership

In the Advertising Research Foundation Study the

readership of individual cards was checked. The average 11 inch by 28 inch card in the Ten-Study Summary received the following readership:

19% of all persons in the basic population
15 years and over are readers

By Sex:	20% of all men were readers
	18% of all women were readers
By Age Groups:	28% of people 15 to 29 are readers
	19% of people 30 to 44 are readers
	12% of people 45 and over are readers
By Rental Groups:	21% of people in upper rental quartile are readers
	19% of people in second rental quartile are readers
	20% of people in third rental quartile are readers
	17% of people in lower rental quartile are readers
By Frequency:	32% of people making 5 or more round trips a week
	21% of people making 2 to 4 round trips a week
	11% of people making 1 to 4 round trips a month

In other words, the average card in an area with a basic population of 1,000,000 persons could expect to be read by 190,000 persons (19%). On the other hand the average of the highest card in each of the 10 studies received the following readership:

28% of all persons 15 years and older in the basic population are readers.

By Sex:	25% of the men are readers
	31% of the women are readers

By Age Groups: 40% of all persons 15 to 29 are readers
 28% of all persons 30 to 44 are readers
 18% of all persons 45 and over are readers

By Rental Groups: 31% of persons in upper rental quartile
 are readers
 30% of persons in second rental quartile
 are readers
 27% of persons in third rental quartile
 are readers
 26% of persons in lower rental quartile
 are readers

By Frequency of
 Rides: 35% of persons making 5 or more round
 trips a week are readers
 27% of persons making 2 to 4 round trips
 a week are readers
 15% of persons making 1 to 4 round trips
 a month are readers

Types of Products Advertised

Car Cards advertise a list of products as broad in appeal to the sexes and to the different age groups as products advertised on the pages of newspapers. Generally speaking products using car cards as a medium should have mass appeal like -

Cigarettes
 Banking facilities
 Patent medicines
 Loan companies
 Shows and Expositions
 Soap
 Men and women's clothes
 Food products
 Restaurants
 Liquor

In fact, women's undergarments have recently been advertised in car cards with proven success, although the basic appeal is to one sex only.

Size of Car Card Audiences

The circulation of car cards is measured in terms of the average number of riders per month for each system in each city. The figures are based on the actual count. Every system keeps a record of passengers per day, per week or per month.

The average number of riders per month varies according to the size of the area served by the system and the number of vehicles. For example, Table 24 shows that Birmingham, Alabama is served by a system with 194 vehicles which service a population of 320,945. If 19% of all persons in the basic population are readers of the average car card, this would mean that the average car card in Birmingham would be read by 61,000 persons. This differs substantially from the 3,824,160 rides per month. Actually the figure would be reduced if it were adjusted to show round trips only. Then, too, the figure includes a substantial number of duplicate riders. In fact, 32% of the persons reading the average card makes 5 or more round trips a week. 53% of the readers of the average car card are riding several times per week.

The total population covered by car cards in the 50 largest markets is 46,795,947. The total rides per month is 675,313,147.

Sources of Circulation and Audience Data

As mentioned in an earlier paragraph, the source of

TABLE 24.

ESTIMATED COVERAGE AND COST OF CAR CARDS IN THE

50 LARGEST MARKETS IN UNITED STATES

City and State	Population in Area Served	Average Bids per Month	Number of Vehicles	Rate per Mo.* Half Service 11" x 28" Space (12 months)
Birmingham, Ala.	320,945	3,824,160	194	192.50
Los Angeles, Calif.	4,414,000	28,641,387	1,325	1,469.60
San Diego, Calif.	466,436	4,079,037	1,190	1,264.00
San Francisco-Oakland, Calif.	1,738,260	21,544,974	1,010	1,189.40
Washington, D. C.	1,200,000	19,971,860	1,876	1,091.10
Atlanta, Ga.	417,634	9,053,693	295	427.95
Louisville, Ky.	320,350	5,127,149	235	253.00
New Orleans, La.	540,000	10,240,742	290	232.00
Boston, Mass.	2,753,519	49,094,515	1,672	2,277.65
Buffalo-Niagara Falls, N. Y.	726,446	9,846,956	493	536.25
Rochester, N. Y.	349,246	6,110,529	265	316.25
Syracuse, N. Y.	224,743	2,264,415	120	137.50
Utica, N. Y.	114,381	863,806	58	55.00
Akron, Ohio	291,797	2,960,167	91	137.50
Cincinnati, Ohio	689,509	8,742,569	486	514.15
Dayton, Ohio	252,000	2,846,500	97	137.50
Oklahoma City, Okla.	246,939	1,827,355	104	122.55
Portland, Ore.	460,000	4,896,852	212	288.40
Philadelphia, Pa.	2,282,125	41,805,623	1,674	2,056.45
Pittsburgh, Pa.	1,573,181	15,809,135	1,713	2,949.65
Scranton-Wilkes-Barre, Pa.	754,806	3,764,812	189	180.00
Greater Prov. & Newport, R. I.	637,828	4,857,592	285	231.10
Memphis, Tenn.	292,942	5,174,976	190	220.00
Greater Dallas, Tex.	355,207	5,515,835	305	319.00
San Antonio, Tex.	350,000	3,759,738	154	192.50
Salt Lake City, Utah	211,600	1,507,393	83	101.50

TABLE 24. - Continued

City and State	Population in Area Served	Average Rides per Month	Number of Vehicles	Rate per Mo. * Half Service 11" x 28" Space (12 months)
Norfolk-Portsmouth, Va.	203,115	3,537,643	176	252.30
Richmond-Petersburg, Va.	226,867	4,064,767	173	243.20
Seattle, Washington	502,000	6,212,613	286	325.45
Little Rock, Ark.	350,000	1,651,627	77	112.00
Denver, Colo.	340,411	4,672,115	193	99.00
Hartford, Conn.	298,609	2,995,093	155	138.00
New Haven, Conn.	255,949	2,835,464	127	100.20
Jacksonville, Fla.	280,000	2,337,656	125	121.00
Chicago, Ill.	4,514,826	93,500,505	4,138	3,724.25
Indianapolis, Ind.	495,332	4,982,075	231	269.50
Baltimore, Md.	859,100	15,440,118	705	792.00
Worcester, Mass.	585,000	1,982,225	134	103.12
Detroit, Mich.	2,100,000	25,847,100	1,488	1,351.48
Minneapolis-St. Paul, Minn.	911,077	11,433,682	493	450.00
Kansas City, Mo.	541,236	9,031,399	407	387.75
St. Louis, Mo.	1,279,092	25,982,595	1,022	968.85
Omaha-Council Bluffs, Neb.	265,283	3,122,298	178	151.25
Jersey City, N. J.	1,613,940	6,164,578	315	393.25
Albany, N. Y.	547,720	3,552,705	227	192.50
N. Y. Subways Combined	5,638,800	127,323,317	3,375	5,304.00
Cleveland, Ohio	1,295,000	21,187,757	800	700.00
Columbus, Ohio	420,000	4,077,009	135	198.00
Toledo, Ohio	316,000	2,197,950	130	136.10
Milwaukee, Wis.	972,696	17,049,086	444	467.50
Total	46,795,947	675,313,147	27,140	\$30,873.20

* Rates as of 12/10/47

circulation data originates in the transportation systems. These organizations have daily, weekly and monthly records of the number of fares collected. As a result, the circulation figure represents the number of rides per month.

The readership studies referred to in earlier paragraphs were made by the Advertising Research Foundation. This is an independent organization sponsored by advertisers and advertising agencies.

Rate Structure of Car Cards

Car Cards are purchased on a monthly basis. Rates vary by size of showing i.e. full service, one-half service or one-quarter service. For example, the rates for San Diego, California as reported by the Standard Rate & Data Service are as follows:

Rates per month			
	<u>3-5 Mos.</u>	<u>6-11 Mos.</u>	<u>12 Mos.</u>
11" x 21" Space:			
Full Service	\$396.00	\$378.00	\$360.00
Half Service	217.80	207.90	198.00
Quarter Service	113.85	108.70	103.50
11" x 28" Space:			
Full Service	528.00	504.00	480.00
Half Service	290.40	277.20	264.00
Quarter Service	151.80	144.90	138.00
11" x 42" Space:			
Full Service	792.00	756.00	720.00
Half Service	435.60	415.80	396.00
Quarter Service	227.70	217.36	207.00

Car Cards like the other space media, newspapers and magazines allow a 15% discount to advertising agencies and a 2% cash

discount to advertisers. The cost of advertising with a half-service in car cards in the 50 major markets in the United States (as shown in detail in Table 24) is \$30,873. For a twelve month period the cost for space would be \$370,476. Material costs might be another 10%. The total cost of a 12 month campaign would be slightly over \$400,000.

References - Car Cards

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CHAPTER X

RADIO FM AND AM

Description of Network Systems

Network radio, like national magazines or newspaper supplements, is a national medium which can be used to advertise only those products with national distribution. It is not a medium for any advertiser who is selling a product in only one section of the country. In many ways network radio is similar to magazine supplements like the American Weekly or This Week. It is a medium which links together a number of local media. A network is merely a group of individual stations tied together by wire.

There are many advantages in using a network radio program:

- a. Large audiences are reached at a low cost per thousand.
- b. By using a sufficient number of stations, a network program can blanket the country with advertising messages.
- c. A popular program, or a well known star is a form of advertising which can be merchandised to local stores and to sponsor's own sales staff.
- d. The continuity of impressions is weekly, rather than monthly, and in instances where daytime five-day-a-week shows are used, it is daily.

However, there are characteristics of network radio, which make it undesirable from the point of view of some advertisers.

- a. It is very difficult to obtain good time periods on the networks. This is due to the fact that there are only four major networks:

Columbia Broadcasting System
National Broadcasting Company
American Broadcasting Company
Mutual Broadcasting System

In one evening from 7 to 10 P.M. there are six one-half hour time periods available on each network. If there are four networks, that means only 24 one-half hour periods available each evening. For five days, Monday through Friday, a maximum of 120 advertisers can use network radio.

- b. Network time contracts run in 13 week cycles and Talent contracts in many instances run longer than 13 weeks. Some run a year or more. This does not permit the advertiser very much freedom in scheduling advertising. In other words, for all practical purposes, network radio can in many instances, be considered a fixed expense.

Program Content or Editorial Frame Work of Network Programs

The framework of a network radio program determines whether or not a show is successful. Radio advertising requires showmanship of the highest calibre. This is the reason why successful stage and screen stars are used to attract audiences. The bigger the audience, the more people there are to listen to the commercials. The editorial content or entertainment on network programs even more so than in the movies, newspapers or magazines has to be socially acceptable

at a family level. Unacceptable material cannot be excluded from a home when the show is on the air.

There are about ten different types of radio shows. The C.E. Hooper ratings on these different types of shows for the period, December 15 thru 21, 1947, is as follows:

<u>Type of Show</u>	<u>No. of Hours During Period</u>	<u>Average Ratings</u>
Audience Participation	5 $\frac{1}{2}$	12.5
Variety	14 $\frac{1}{2}$	12.2
Mystery	10 $\frac{1}{2}$	11.1
Situation Comedy	7 $\frac{1}{4}$	11.1
Radio Columnists	2 $\frac{3}{4}$	10.2
Plays	10	9.4
Popular Music	9	8.5
Concert Music	3	5.8
News and Commentators	12 $\frac{1}{4}$	4.6
Miscellaneous	4 $\frac{1}{2}$	5.0

The use of the average ratings shown above is very limited. The calibre of any show and time of broadcast has a very great influence on the rating. In other words, the above figures show Radio Columnists in 5th place and Plays in 6th place. Needless to say, if all sponsors were using well known columnists in excellent time periods the average ratings would be higher. The same is true of plays.

However, the figures do indicate, generally, that Audience Participation, Variety, Mystery and Situation Comedy

shows attract audiences.

Profile of Audience Listening to Network Systems

Listening to a radio varies considerably by time of day between men and women. Generally speaking, the early morning period before 9 o'clock has good listening for both sexes. From 9 o'clock thru the day up to 5 or 6 o'clock the listening is primarily by women. Total listening is off during this period, but it is still a good time to reach women at low cost. In the evening, from 6 o'clock on, listening increases and the audience is both men and women.

Characteristics of Network Listenership

Listening to network programs varies according to the time of the day and by different days of the week. In Table 25 the average of the Hooper ratings from 6 to 11 P. M. for each of the four major networks is tabulated. At the time of this report, Sunday, Monday and Thursday are C.B.S. evenings. Tuesday, Wednesday and Saturday are N.B.C. evenings. Friday is an A.B.C. evening and M.B.S. does not dominate any evening. Next year, 1950, may see a different line-up.

The reason for this popularity of certain networks is due to one element programing. A line-up of two or more popular shows in contiguous positions holds listeners to a network. From time to time the arrangement of popular programs change and the indicies of network listening change too. A sponsor should buy time on a network as close to the popular time blocks as possible if it is not possible to buy within

TABLE 25.AVERAGE EVENING PROGRAM HOOPERATINGS BY NETWORKS

(Period January 16-22, 1949)

<u>6-11 P.M. - N.Y.T.</u>	<u>A.B.C.</u>	<u>C.E.S.</u>	<u>M.B.S.</u>	<u>N.B.C.</u>
Sunday	11.8	12.8	6.7	11.3
Monday	6.8	17.1	4.0	7.0
Tuesday	6.3	10.6	3.3	15.9
Wednesday	11.0	8.6	3.7	12.9
Thursday	5.2	13.0	3.7	10.9
Friday	11.4	9.5	2.3	9.6
Saturday	<u>4.0</u>	<u>9.3</u>	<u>6.0</u>	<u>12.4</u>
Average	9.9	11.9	4.3	11.5

Source: Variety, February 9, 1949

TABLE 26.AVERAGE DAYTIME PROGRAM HOOPER RATINGS BY NETWORKS

	<u>A.B.C.</u>	<u>C.B.S.</u>	<u>M.B.S.</u>	<u>N.B.C.</u>
<u>Sunday Afternoon</u>				
12 Noon - 6 P.M.	2.6	4.4	7.1	5.8
<u>Monday thru Friday</u>				
Morning - 8 A.M. - 12 Noon	4.3	6.9	1.0	3.5
Afternoon 12 Noon - 6 P.M.	<u>4.3</u>	<u>5.2</u>	<u>2.8</u>	<u>6.3</u>
Total - Average Daytime	4.3	5.6	2.5	5.4
<u>Saturday</u>				
8 A.M. - 6 P.M.	2.5	6.6	5.8	3.3

Source: C. E. Hooper Rating Report for period, January 16-22, 1949.

the period itself. Note in Table 26 that daytime listening follows a pattern. During the week, in the morning, C.B.S. leads all the other networks: in the afternoon, N.B.C. leads the other three networks.

Types of Products Advertised

Radio, like newspapers, is a universal or mass medium. Products consumed by the masses are the best sponsors of radio time whether it be network or spot. Some of these products are:

- Automobiles, Gasoline and Accessories, etc.
- Food i.e. cereals, coffee, desserts, etc.
- Soaps
- Cigarettes
- Drug products, i.e. toothpaste, patent medicines, etc.
- Toilet preparations
- Life Insurance
- Radios
- Home Products, i.e. paint, floor polish, etc.

Size of Network Audiences and Sources of Audience Data

The number of homes listening to a radio show depends upon two primary factors.

- a. The total unduplicated radio homes covered or reached by the stations in the network.
- b. The number of those homes, expressed in a percentage, which listen to the program being broadcast on the network. This factor, when applied to the total available homes determined in "a" should result in an approximate estimate of the number of radio homes tuned to a particular broadcast. This is the

"circulation" that the advertiser pays for.

In recent years there have been many advancements in the techniques used to determine the factors in each of the two steps. In past years there were many methods used to estimate the radio homes covered by a station. There was the "mill volt" measurement which was a technical reading of signal strength in areas around the station.

Then too, there was the analysis of mail received by the station over a period of time as a result of premium offers or there was an analysis of sponsors fan mail. Another method used was a mail survey to determine the pattern of listening in the area around a station. If a certain percentage of responses were received from each county in any one of these mail methods then it was assumed that the station covered all the radio homes in the county. The unduplicated coverage of the networks was merely a summary of the coverage of the individual stations. These early coverage figures were not as sound as circulation figures quoted by publications from an A.B.C. audit.

Today, coverage of radio stations and networks is reported by the Broadcast Measurement Bureau. This organization publishes three reports:

- a. Station Audience Report which shows coverage of stations by counties reached and the per cent of the radio homes in each county which listen to the station once a week or more often.

- b. Area Audience Report which summarizes by areas the stations listened to by the radio homes. The percentage of radio homes that listen to each station in the area is shown also.
- c. Network Audience Report is similar to the area report but on a total county basis.

There are so called soft spots in the yardsticks established. Some advertising experts think that the standard of listening - once a week or more often - is not an adequate basis.

This means that a person in any county in the area around a station, who listened to one or several stations only once or twice a week would be counted as a potential listener to each of several stations.

Then again, some advertising people believe that B.M.B.'s standard of a station's county coverage is low in that a station qualifies as covering the radio homes in a county if 10% or more of the sample reported listening to the station or stations once a week or more often.

However, there are several favorable features of this measurement. Now, for the first time all stations and networks are on a comparable basis. A coverage figure giving the total radio homes in a station area is based on listening habits and not on signal strength. With the total number of radio homes as a base from which to work, advertisers can

project the total number of listeners by applying a popularity rating - the per cent of radio homes listening to a program. There are a number of these ratings. The C. E. Hooper coincidental report and the A. C. Nielsen audimeter report are the best known.

The C. E. Hooper analysis of the radio audience by the coincidental telephone method is supported by the sponsors and by the sellers of broadcast time. A Pocket Piece is published as a brief summary of the more pertinent data found in the complete "Program Hooperatings" Report. Both Hooper Reports are published bi-weekly.

The telephone calls are made in 36 cities. The results are representative of urban listening and do not indicate the program preference of rural listeners.

The Pocket Piece includes the following data:

1. Program Index
2. First Fifteen Programs (Daytime and Evening)
3. Basic Audience Trends (Daytime and Evening)
4. Program Ratings by day of week and by time of broadcast with the following data:

- a. Name of program and product advertised or sponsor.
- b. Checking Points - number of 36 Hooper cities locally transmitting program appears in parenthesis on second line. Letters indicate program origination point.

- c. Rating - a measurement of comparative network sponsored program popularity in cities of 4 network service (ABC, CBS, MBS and NBC). The rating reflects the presence of full-program and part-program listeners in the sample and affects comparability between audiences to programs of different length, age, type, etc., and provides a measure of comparative appeal of network programs reflecting also influence of time of broadcast, program preceding and following, programs competing but not comparative network strength. Plus or minus change in ratings from last report is also shown.

$$\text{Formula: Rating for program (Per Cent)} = \frac{\text{No. of Radio Sets Tuned to Program}}{\text{Total No. of Radio Homes called in Hooper Cities transmitting program}}$$

- d. Sets-in-use and plus or minus change from last report.

$$\text{Formula: Rating of Sets-in-use (Per Cent)} = \frac{\text{Total No. of Sets Turned on during Program}}{\text{Total No. of Radio Homes called in Hooper Cities transmitting program}}$$

- e. Share of Audience and plus or minus change from last report.

$$\text{Formula: Share of Audience} = \frac{\text{Rating for program (per cent)}}{\text{Rating for sets-in-use (per cent)}} \quad \begin{array}{l} \text{Rating for program} \\ \text{(per cent)} \end{array}$$

Share of audience is unaffected by seasonal variations which may affect the size of both the program's Hooperatings and the program's sets. Rating serves as a continuous comparative index to the program's "competitive pull" against other programs on the air at the same time.

- f. Over-all Sets-in-use reflects listening habits by time periods throughout the day.

$$\text{Formula: Rating for Over-all-Sets-in-use} = \frac{\text{Total No. of Radio Sets Turned on During Period}}{\text{Total No. of Radio Homes called during the Period}} \quad \begin{array}{l} \text{Rating for Over-all-Sets-in-use} \\ \text{(Per Cent)} \end{array}$$

5. Programs by Order of Rank (Daytime and Evening)

The complete "Program Hooperatings" Report includes the following data:

1. In addition to that data found in the Pocket Piece, complete report includes:
 - a. Program notes identifying name of show, talent participating and orchestra. Agency placing program listed under sponsor's name and products.
 - b. Sponsor Identification Analysis - reported 4 times a year (Feb., May, Aug., Nov.). Alphabetical list of programs by an index indicating those who

identified the program, those who mis-identified the show and those who don't know.

- c. Composition of Audience - reported 4 times a year (March, June, Sept., Dec.). Alphabetical list of programs by number of women, men and children listeners per listening set.

Hooper's current annual sample approximates 11,100,000 homes called during two weeks out of each month in the year. Half of the 11,100,000 calls are made in cities of varying degree of network radio service - only 5,600,000 calls are made annually in the 36 cities of uniform local-four-network service. Result is 735 calls per 15-minute-period-per-day. The normal Hooper sample on a once-a-week, half-hour evening program is 1,470 (2 x 735 calls). A 5-time-a-week daytime or evening program has a sample of 3,675 (5 x 735 calls).

To answer any criticism of the Hooper rating being based on inadequate size sample, the following test was made on the first three Bing Crosby shows of 1946.

<u>Broadcast of -</u>	<u>Normal Sample (About 1,380)</u>	<u>Triple Sample (Over 4,000)</u>
October 16, 1946	24.0	24.2
" 23, "	18.1	18.3
" 30, "	14.9	14.8

The Nielsen Radio Index Pocket Binder is published weekly containing data on approximately 300 network programs sponsored by NRI clients and non-client advertisers. The

ratings are not based on the telephone coincidental technique but on listening habits recorded on an audimeter which is attached to radios in a thousand homes. The indices measure listening 24 hours a day, not only in urban telephone homes but also in telephone and non-telephone homes in cities and towns of all sizes, plus farms.

The pocket binder report includes:

1. Nielsen Rating is the audience during all or any part of the program excluding homes listening only one to five minutes in relation to all NRI homes.

$$\text{Formula: Nielsen-Rating (Per Cent)} = \frac{\text{No. of radios tuned to program 5 minutes or more}}{\text{Total no. of NRI homes}}$$

2. Average Audience is the audience during the average minute of broadcast - in % of total NRI homes.

$$\text{Formula: Average Audience (Per Cent)} = \frac{\text{No. of radios tuned to all of program}}{\text{Total no. of NRI homes}}$$

3. Total Audience rating represents the per cent of total NRI homes hearing any part of the broadcast.

$$\text{Formula: Total Audience (Per Cent)} = \frac{\text{Total no. of radios tuning into any portion of broadcast}}{\text{Total no. of NRI homes}}$$

4. Share of Audience is the rating for the audience during an average minute expressed in % of NRI homes using the radio during the average minute of broadcast.

$$\text{Formula: Share Of Audience (Per Cent)} = \frac{\text{Average Audience (Per Cent)}}{\text{Homes Using Radio During Broadcast (Per Cent)}}$$

5. Full Coverage Audience is the audience during an average minute of broadcast expressed in a per cent of those NRI homes which could receive the program over the station facilities used.

$$\text{Formula: Full Coverage Audience (Per Cent)} = \frac{\text{Total No. of Radios Tuning to all of Program}}{\text{Total No. of Radio Homes that could hear Program}}$$

This is an adjusted rating which takes into consideration the stations used by the sponsor.

6. Homes Using Radio on Average Per Minute basis is shown for each fifteen-minute period across the top of each sheet above the network data.

$$\text{Formula: Homes Using Radio (Per Cent)} = \frac{\text{Total Homes listening to all program}}{\text{Total Nielsen Radio Homes}}$$

7. Rank of Leading Programs

Leading 20 Evening and Day Programs ranked according to the average audience rating. In the same tables are the rankings based on full coverage ratings, total audience ratings, cumulative audience (4 weeks) ratings, and NRI homes per dollar.

Network Rates

Network radio, like magazines and supplements, requires a substantial investment if adequate frequency of schedule is to be maintained. In Table 27 there is a summary of network time costs. For example, an half hour evening time

period on 168 stations of the Columbia Broadcasting Systems costs gross \$17,382. This amount would be subject to the following discounts:

Gross Amount -		
Station Hour Discount(1)	5 %	\$17,382.00
Annual Discount for 52 weeks of broadcasting	12 $\frac{1}{2}$ %	<u>3,041.85</u>
Total	17 $\frac{1}{2}$ %	\$14,340.15
Full Network Discount (On net amount after deducting above discounts)	15 %	2,151.02
Net Amount per week.		\$12,189.13
Time Cost for 52 weeks.		\$633,834.76

If an advertiser is spending over six hundred thousand dollars for time, it is reasonable to assume that \$10,000 a week would be spent for talent, agency commission, publicity and miscellaneous expenses. This amounts to another \$520,000 during the year.

The total cost of the half-hour evening show broadcast once each week for 52 weeks would be \$1,153,834.76 or \$22,189.13 per week. Based on the premise that the 168 stations blanket the country, that there are over 37,000,000 radio homes in the United States, and that the show would get a 1b rating, the radio homes reached each week would be 5,550,000.

(1) 7 $\frac{1}{2}$ % Station Hour discount allowed if advertiser buys 90 or more station hours. A half-hour program is figured at 6/10 of an hour. Bonus stations cannot be included in calculating station hours. (168 stations less 22 bonus stations equals 146 x 6/10 equals 87.6 station hours). 5% discount on 45 to 90 station hours. If show were on the air between 8:00 and 10:30 Pm., 5% of gross rate must be added back to weekly cost.

The cost per thousand homes reached is \$4.00 (\$22,189.13 ÷ 5,500). Popular evening network radio shows, are inexpensive on a CPM basis but are not less expensive than magazines or newspapers.

The cost of network talent varies, depending upon the type of show and whether or not well known screen or radio stars are used. In Table 28 there is a summary of the estimated talent cost of 15 leading evening programs and an estimate of the cost of the talent appearing opposite these programs. In Table 29, there is a list of the leading daytime program with the estimated talent cost. Daytime talent is less expensive than evening talent just as daytime time rates are not as costly as evening rates. This is due to the big difference between the evening and daytime potential listening audience.

TABLE 27.TIME RATES ON THE FOUR LEADING NETWORKS

<u>Network</u>	<u>No. of Stations</u>	<u>Evening 1/2 Hour</u>	<u>Daytime 1/4 Hour</u>
A.B.C. Basic	55	\$ 7,668	\$2,668
Basic and Supplementary	264	17,754	6,066
C.B.S. Basic	28	6,666	2,222
Basic and Supplementary	168	17,382	5,794
M.B.S. Basic	40	5,952	1,984
Basic and Supplementary	493	16,926	5,642
N.B.C. Basic	30	7,692	2,564
Basic and Supplementary	164	16,509	5,527

Source: Standard Rate and Data Service, April, 1949

TABLE 28.

LEADING EVENING RADIO PROGRAMS AND RATINGS WITH ESTIMATED WEEKLY TALENT COSTS

Program	Hooperating*	Estimated Talent Cost**	Sponsored Competition	Hooperating*	Est. Talent Cost **
Jack Benny Lux Radio Theatre	28.9 28.6	\$25,000 20,000	Horace Heidt Gabriel Heatter Fish & Hunt Club Johns-Manville Telephone Hour Dr. I. Q.	9.6 5.8 1.7 2.8 5.9 7.9	\$ 9,000 5,000 2,500 - 8,500 3,500
Fibber & Molly	26.9	14,000	Erwin D. Canham Johns-Manville	2.2 2.8	750 -
Walter Winchell	26.8	7,500	Electric Theatre Manhattan Merry- Go-Rd.	8.2 7.8	9,000 5,000
Bob Hope	23.8	22,500	We the People Gabriel Heatter	8.0 4.8	9,500 (see above)
Godfrey's Talent Scouts	22.1	6,500	Railroad Hour Henry J. Taylor Sherlock Holmes Voice of Firestone	7.4 2.4 6.6 5.7	15,000 500 4,500 7,500
My Friend Irma	21.5	7,500	Arthur Gaeth Contented Program	1.8 6.1	600 8,500
Amos 'n' Andy	20.1	22,000	Carnegie Hall Mayor of the Town Phil Harris-Alice Faye	2.6 4.0 16.1	6,500 - 11,500

TABLE 28. - Continued

<u>Program</u>	<u>Hooperating*</u>	<u>Estimated Talent Cost**</u>	<u>Sponsored Competition</u>	<u>Hooperating*</u>	<u>Est. Talent Cost **</u>
Stop the Music (Average)	20.0	\$12,000	Sam Spade Fred Allen	10.7 11.2	\$6,000 25,000
People Are Funny	19.1	7,500	No Sponsored Competition	-	-
Big Town	17.7	5,500	Hit the Jackpot American Forum	11.1 3.2	3,000 1,000
Dennis Day	17.7	10,500	No Sponsored Competition	-	-
Mr. Dis. Atty.	17.6	10,000	Groucho Marx Harvest of Stars Johns-Manville	13.0 4.6 2.8	5,000 - -
Duffy's Tavern	17.3	13,500	Milton Berle County Fair Gabriel Heatter	10.4 6.1 5.7	7,500 2,000 (see above)
Crime Photographer	16.8	5,000	Jo Stafford Johns-Manville Sealtest Show	3.1 2.8 10.4	8,500 - 12,500

Sources:

* From Variety of February 2, 1949 - rating for week of January 30, 1949

** From Variety of November 10, 1948-cost does not include Commercial Announcers, agency commission, agency directors, or time charges. Costs include production expenses, actors, musicians, writers royalties, free lance directors, transportation, prizes, etc.

TABLE 29.

LEADING NETWORK DAYTIME PROGRAMS
AND ESTIMATED WEEKLY TALENT COST

<u>Program</u>	<u>Length of Program</u>	<u>No. of Times Per Week</u>	<u>Estimated Weekly Talent Cost*</u>
When a Girl Marries	15 Min.	5 times	\$2,500
Young Widder Brown	15	5	2,500
Backstage Wife	15	5	2,500
Stella Dallas	15	5	2,250
Right to Happiness	15	5	2,500
Pepper Young's Family	15	5	2,500
Portia Faces Life	15	5	2,750
Lorenzo Jones	15	5	2,250
A. Godfrey-Chesterfield	30	5	5,000
Ma Perkins on CBS	15	5	2,500
Our Gal Sunday	15	5	2,250
Just Plain Bill	15	5	2,250
Big Sister	15	5	2,500
Ma Perkins on NBC	15	5	2,500
Jack Armstrong	30	2	2,000

*Source: Variety November 10, 1948 - Estimated Cost does not include Commercial Announcers, Agency Directors, Agency Commission, or Time Charges.

SPOT PROGRAMS AND ANNOUNCEMENTS

Description of Spot Radio

Spot radio programs of any duration (15 minutes, half hour, etc.) and spot announcements (30 seconds or one minute) are similar in many respects to newspaper advertising with one or two notable exceptions.

Spots can be purchased locally city by city and station by station just the same as an advertiser can buy space in a local newspaper and space in local car cards and busses. However, there is one very big difference. The coverage and listening to a radio station goes out into the outlying counties to a much greater extent than most newspapers or most car cards showings. For this reason, before spots can be used, an advertiser must be sure of the distribution pattern of the product:

There are many advantages in using spots:

- a. Spots can be bought on reasonably short notice and they can be cancelled on short notice - two weeks. This permits elasticity in advertising schedules.
- b. An advertiser is using a local medium of which the storekeeper has intimate knowledge. In other words spots can be merchandised easier than some other media.
- c. To an advertiser with regional or sectional distribution spots allow the use of radio advertising.

- d. A good spot time between two good network programs gives an advertiser nearly all the advantages accruing to the sponsor of the network show at a reasonable cost.

However, there are some disadvantages:

- a. Good spot time periods or announcements are not always readily available on the leading stations at desirable times during the day.
- b. Because of the many intangibles and different measurements which must be taken into consideration before buying spots it is necessary to supervise and check spot purchases closely.
- c. Impact of spot campaign rests heavily on the frequency of announcements. A reasonable schedule is 2 spots per day for five days per week or a total of 10 spots per week per station. This can amount to a substantial sum of money too rich for the blood of many advertisers.

There are several factors which enter into the purchase of spots. They are as follows:

- a. Coverage of Station - The easiest way to get coverage is to buy the station with greatest power. Another check on coverage is to analyze the Broadcast Measurement Bureau's Station Audience Report which reports on the counties reached by an individual station and the per cent of the people in each county who listen

to the station once a week or more often.

- b. Type of Audience - This information is not readily obtainable but special studies are available such as analyses made by individual stations of fan mail, sponsor's mail and the nature of the program preceding or following based on known preferences for program types.
- c. Size of the Audience - This figure is available in a number of cities by applying city program popularity ratings to the total potential radio homes covered by the station.
- d. Cost Per Listener - Although there is no accurate measurement of audience available comparable to the A.B.C. figures for newspapers and magazines, an approximate idea can be obtained by dividing the time and talent cost by the figure obtained under "C" above. Coincidental ratings, similar to C. E. Hooper reports, only furnish data on urban radio homes. If mechanical recorder data (A.C. Nielsen audimeter) or listener Diary ratings are available these figures can be applied to the total radio homes.
- e. Performance Record of Station - An advertiser can and should check on the list of products and advertisers currently using the station and those that used it in the past.

f. Station Management Experience - Stations, just like newspapers and magazines, have personalities. This intangible, which cannot be accurately measured, is based on several factors like -

Shownmanship and aggressiveness of station
management
Types of shows broadcast
Network affiliation

g. Community Standing of Station - Closely allied to the above comments is the acceptance of the station by local merchants. This is another intangible which has a direct influence on the amount of merchandising support that local merchants will give to national advertisers.

h. Available Time - Unlike newspapers or magazines, time periods available to advertisers are very limited.

Program Content or Editorial Frame Work for Spots

The editorial content of a spot program can be determined by the advertiser. As sponsor of the show, a person may choose a news broadcast, a quiz or audience participation show, a musical program or any other type acceptable to the radio station.

On the other hand a spot announcement is positioned between two shows over which the buyer has no control. These shows if not acceptable for any reason merely means the spot buyer doesn't buy the spot. For example an advertiser may be offered a spot announcement between two shows whose ratings

are exceptionally low. There is nothing the buyer can do about it except turn down the spot.

A Profile of the Audience Listening to Spots

The different kinds of programs offered to listeners result in different audiences by sex, by age groups, by income and other divisions. Thus the audience changes from day to day and from hour to hour within each day.

Characteristics of Listening to Spot Announcements

A preponderance of high-powered stations will give good coverage in the metropolitan and rural areas, but the coverage in the medium size cities will be less due to popular local stations.

Listenership to spots varies by geographical areas. Early morning spots from 6 to 9 A. M. are the best for rural areas evening spots from 6 P. M. to 12 midnight are best in the large cities. The listenership pattern from day to day within a week varies due to many reasons.

- a. Different days of the week have varying audiences due to homes using radio.
- b. Listening to spots varies according to the adjacencies to programs with good or mediocre listenership. If network affiliates are used it is desirable to use the network station which has the most popular programs. For example, Monday evening, is currently a C.B.S. night. It is desirable to buy spots on C.B.S.

affiliated stations. On Tuesday evenings N.B.C. stations would be the best. Daytime listenership follows networks by either morning or afternoon periods.

Based on the C.B.S. Diary Study the men vs. other listeners per 100 sets vary according to the time periods.

	<u>Men</u>	<u>Others</u>	<u>Total</u>
6 A.M. to 9 A.M.	63	122	185
9 A.M. to Noon	19	144	163
Noon to 6 P.M.	31	138	169
6 P.M. to Midnight	67	148	215

It is obvious that the early morning and evening spots reach more men than during the day.

Generally speaking, on a cost per thousand advertising messages delivered (not homes reached), spots fall between the five day a week relatively inexpensive daytime serials and the more expensive evening programs.

Types of Products Advertised

Products advertised by spot programs or spot announcements vary according to the time of day due to the listening pattern. Early in the morning and in the evening after 6 P.M. the products usually have a mass appeal to both sexes. On the other hand, products used by women mostly are advertised during the forenoon and afternoon periods.

Size of Spot Audiences and Sources of Audience Data

The calculation of a spot audience depends on two

basic factors:

- a. The basic coverage of the radio homes in the area.
- b. The per cent of the homes program popularity indices, which listen to the station under consideration.

The basic coverage of the station can be determined in many ways. First of all, the physical power has a great deal to do with the coverage. A 50,000 watt station covers more ground and possibly more radio homes than a 1000 watt station. In recent years a new yardstick of measuring the coverage of all stations was developed. It is the Broadcast Measurement Bureau, which was reviewed in detail in the paragraphs on network radio. Another yardstick of coverage are analyses made of mail sent in to a station as the result of a premium offer or due to some other inducement. Still another measurement of coverage is the returns from mail surveys made by individual stations. Having determined the potential coverage of the station in the form of the best and most accurate estimate of the radio homes covered by the station, the second step is to determine the number of homes listening to the time of any particular day in which an advertiser is interested.

The program popularity ratings are available from several sources. One popular and accepted method is the coincidental telephone survey. The C. E. Hooper Inc. uses this method. Another accepted way is by a mechanical recorder which records on a tape the dial changes. The A. C. Nielsen

Co. uses this method. Other methods in use are the recall survey, such as used by the former Crossley organization, diary method which is a record kept by the listener and last of all, an analysis of fan mail.

The popularity percentage of adjacent programs is applied to the total radio homes covered by the stations and the result is an estimate of the number of radio homes listening to the particular time period. The weaknesses in some of the many assumptions made along the way during the calculation of this audience estimate were reviewed in the paragraphs on network audiences.

Spot Rate Structure

Generally speaking, spot announcements are an inexpensive medium. A broad market coverage can be bought with a relatively small appropriation. Radio stations offer advertisers an incentive to maintain frequency and continuity. The rates for station W T I C, Hartford, Conn. are shown in Table 30. For the sake of brevity the rates under some of the classifications have been omitted. Note how the 1 hour evening rate drops from \$400.00 on a one time basis to \$340.00 on a 312 time basis. The rates for spot announcements are also scaled in a similar way. A one minute spot announcement in the evening costs \$77.00. On a 312 time basis it would cost \$65.45.

Stations allow a 15% commission to recognized advertising agencies on time charges. No cash discount is

TABLE 30.RATE STRUCTURE OF RADIOSTATION WTIC, HARTFORD, CONNECTICUT.

Class "A"

(6:00 P.M. to 10:30 P.M. daily)

	<u>1 hour</u>	<u>$\frac{1}{2}$ hour</u>	<u>$\frac{1}{4}$ hour</u>	<u>10 min.</u>	<u>5 min.</u>
1 time	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00
26 times	390.00	234.00	156.00	136.50	97.50
52 times	380.00	228.00	152.00	133.00	95.00
104 times	370.00	222.00	148.00	129.50	92.50
156 times	360.00	216.00	144.00	126.00	90.00
260 times	350.00	210.00	140.00	122.50	87.50
312 times	340.00	204.00	136.00	119.00	85.00

Class "B"

(12 noon to 6:00 P.M. Sundays 10:30 P.M.
to 11:00 P.M. Daily)

(rates omitted)

Class "C"

(7:00 A.M. to 6:00 P.M. week days)

1 time	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00
26 times	195.00	117.00	78.00	68.25	48.75
52 times	190.00	114.00	76.00	66.50	47.50
104 times	185.00	111.00	74.00	64.75	46.25
156 times	180.00	108.00	72.00	63.00	45.00
260 times	175.00	105.00	70.00	61.25	43.75
312 times	170.00	102.00	68.00	59.50	42.50

Class "D"

(7:00 A.M. to 12 Noon Sundays and
11:00 P.M. to 11:15 P.M. Daily)

(rates omitted)

Class "E"

(11:15 P.M. to 7:00 A.M. daily)
(rates omitted)

TABLE 30. - ContinuedAnnouncements

Class "A"

(6:00 P.M. to 10:30 P.M. daily)

	1	26	52	104	156	260	312
	ti	ti	ti	ti	ti	ti	ti
1 Min. electrical transcriptions 125 words	\$77.00	\$75.08	\$73.15	\$71.23	\$69.30	\$67.38	\$65.45
15 Second electrical transcriptions or 25 words	45.00	43.88	42.75	41.63	40.50	39.38	38.25

Class "B"

(rates omitted)

Class "C"

(7:00 A.M. to 6:00 P.M. week days)

1 Min. electrical transcription or 125 words	38.50	37.54	36.58	35.61	34.65	33.69	32.73
15 Second electrical transcriptions or 25 words	22.50	21.94	21.38	20.81	20.25	19.69	19.13

Source: Standard Rate and Data - Radio and Television,
January 1, 1949.

allowed the advertiser. No commission is returned to agencies on talent charges. It is generally accepted that 10 to 20 spots per week on a five day basis (2 to 4 per day), is an average number of spots which should be used to obtain an adequate impact. In Table 31 is a summary of the cost to buy spots in New England for a period of 26 weeks (6 mos.). The total cost of \$66,934.40 compares favorably with newspapers.

TABLE 31.SPOT RADIO ESTIMATE OF COST FOR ONE MINUTE ANNOUNCEMENTSFOR NEW ENGLAND CAMPAIGN

<u>City-Station</u>	<u>Power</u> (Watts)	<u>Affiliate</u>	<u>Rate*</u>	<u>No. of</u> <u>Spots</u>	<u>Cost</u> <u>Per</u> <u>Week</u>
Maine, Portland, WCSH	5,000	NBC	\$ 9.60	10	96.00
	WGAN	CBS	9.00	10	90.00
Bangor, WABI	5,000	CBS	7.20	10	72.00
	WLBZ	NBC	7.20	10	72.00
N.H. Manchester, WFEA	5,000	CBS	4.50	10	45.00
	WHUR	ABC	5.10	10	51.00
Mass. Boston, WBZ-WBZA	50,000	NBC	28.00	10	280.00
	WEEI	CBS	42.75	10	427.50
	WHDH	Ind	19.12	10	191.20
Fall River, WSAR	5,000	MBS	6.80	10	68.00
Lawrence, WLAW	50,000	ABC	20.00	10	200.00
Springfield, WMAS	250	CBS	10.00	10	100.00
	WSPR	ABC	10.00	10	100.00
R.I. Providence, WJAR	5,000	NBC	9.60	10	96.00
	WPRO	CBS	12.00	10	120.00
Conn. Hartford, WDRC	5,000	CBS	14.88	10	148.80
	WTIC	NBC	33.69	10	336.90
New Haven, WELI	1,000	ABC	8.00	10	80.00
10	19				
Total Cities	stations			180	\$2,574.40

Total Cost for 26 Weeks \$66,934.40

* 260 time rate based on 10 spots per week for 26 weeks.
Daytime spots to be used in campaign.

Source: Standard Rate & Data Service - Radio Television,
January 1, 1949.

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Printers' Ink, October 22, 1948
 "How to Choose the Right Type of Spot Radio
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Printers' Ink, January 14, 1949
 "How to Evaluate Radio Stations as Advertising
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CHAPTER XI

TELEVISION

Description of Television

Television, although well known and understood as a means of communication for years, is comparatively new as an advertising medium. Current indications point toward its development into the most effective of all advertising media for one very simple reason: it is personal salesmanship combining audio and visual presentation in the home of a customer.

Television is growing fast. Recently, Dr. Peter Langhoff of Young & Rubicam, Inc. reported at a AAAA meeting in April of 1948:

"Manufacturers have stepped up the rate of production of television receivers from 16,000 to nearly 50,000 per month. Applicants for television broadcasting licenses have increased from 89 to 270. The roster of advertisers using the medium has lengthened from 89 to 211."

The rate of growth in each of these phases of television is accelerating each month. The actual growth of television from an advertiser's point of view is dependent upon the extent of the market reached and the cost of coverage. At present the network facilities available in television are limited.

According to an article in Printers' Ink, dated January 7, 1949, television coverage has expanded to the point where the medium was covering on a network basis, as

of December 1, 1948, 13,403,000 families. The figures quoted from the NBC Research Department were as follows:

East Coast Network	579,800 receivers	8,324,000 families
Midwest Network	<u>128,800</u>	" <u>5,079,000</u> "
	708,600	" 13,403,000 "

However, when these two networks were linked on January 11, 1949, the coaxial cable hook-up provided only one westbound and one eastbound channel. By the end of the June Quarter, 1949, A. T. & T. plans to increase the number of channels to three westbound and one eastbound. The cities in this network are as follows:

Boston	Richmond	Toledo
New York	Schenectady	Detroit
Philadelphia	Buffalo	Chicago
Baltimore	Pittsburgh	Milwaukee
Washington	Cleveland	St. Louis

The expansion of television to a network basis depends upon the linking of stations at a reasonable cost. When regular radio broadcasting expanded geographically there was a telephone network on hand which was easily convertible to the needs of radio. Linking television stations requires a special coaxial cable or micro-wave relay stations. The line charges for a television circuit are approximately six times those of regular radio. As a result of the limited network facilities advertisers desiring coverage outside of the network areas must place their snow

on film. Television is going to present many problems to the advertiser and to the advertising agency. In the past, AM Radio only required the preparation of a script, a few hours rehearsal, some music and sound affects. The cast could read their lines. To prepare a telecast every one of these phases is repeated but the producer must not only require that the cast memorize their lines but he must also have scenery, props and costumes. Everything that goes into the preparation of a moving picture is repeated in the preparation of a television program. Mistakes can be cut from a movie film before the public sees it on the screen but not from a live television show. This is one advantage of using a filmed telecast rather than a live show. At present, due to limited networks, a film can be telecast in non-network cities.

Type of Programs

The shows on television vary as much from one another as those on AM Radio. Good variety, drama, audience participation, amateur programs and sport features are all popular. The ratings by cities in Table 33 indicate that sports events will not dominate television when good programs are available. The ratings for Chicago stations show that sports lead other telecasts. However, unlike New York and Philadelphia, the Chicago stations, at the time of the ratings, did not have network facilities available. As a result the high cost sponsored shows were not available as

was the case in New York and Philadelphia where only one sports telecast registered in the first ten.

Characteristics of Viewing

At the present time the number of viewers per television set is higher than the number of listeners per radio set. About twice as many people look at a television set as listen to the average radio set. Surveys indicate that set owners stay home more, attend moving pictures less often than radio set owners and have more guests in the home.

The identification of the sponsor of a telecast is much higher than for a regular radio broadcast. Here again, the ratio runs about 2 to 1: sponsor identification of telecasts is twice the average sponsorship of radio shows. The Texaco Star Theatre in August of 1948 had a sponsor identification of 95.2%. No AM radio program ever reached this rating. The impression made by television commercials seems to be deeper and more lasting than those of a regular broadcast.

An analysis of the Pulse Surveys for December 1948 in New York, Philadelphia and Chicago indicate that the ownership of television sets is not limited to homes in the upper income levels.

The distribution of receivers is as follows:

<u>Income Levels</u>	<u>New York</u>	<u>Philadelphia</u>	<u>Chicago</u>
A	14%	14%	21%
B	35	27	29
C	41	43	35
D	10	16	15

TABLE 32.NUMBER OF TELEVISION SETS IN UNITED STATES, JANUARY 1, 1949

<u>Cities with Stations</u>	<u>No. of Stations</u>	<u>No. of Sets</u>
New York	6	410,000
Philadelphia	3	102,000
Los Angeles	5	79,600
Chicago	4	52,000
Baltimore	3	35,600
Boston	2	35,300
Detroit	3	32,000
Washington	3	30,500
Cleveland	2	22,300
New Haven	1	17,200
St. Louis	1	15,500
Milwaukee	1	14,200
Schenectady	1	13,800
Cincinnati	1	11,800
Buffalo	1	9,900
Minneapolis - St. Paul	1	9,200
Richmond	1	5,700
Toledo	1	5,100
Atlanta	1	5,000
San Francisco	1	3,500
New Orleans	1	3,500
Pittsburgh	1	3,500
Louisville	1	3,000
Houston	1	2,500
Fort Worth	1	2,500
Memphis	1	2,200
Seattle	1	2,100
Salt Lake City	1	1,700
Syracuse	1	1,000
Albuquerque	<u>1</u>	<u>300</u>
Sub Total	52	932,500
<u>Other Cities Expecting Stations</u>		
Providence		4,900
Dallas		3,500
Dayton		1,400
Miami		1,000
Erie		300
Indianapolis		300
Others		<u>56,100</u>
Grand Total of Sets as of January 1		1,000,000

Source: Variety, January 26, 1949, quoting N.B.C. Research Division

Types of Products Advertised

There is no limitation to the types of products that can sponsor television programs. In Table 37 is a list of the sponsors of leading shows on the air during 1948. The products featured were:

Cigarettes	Toothpaste
Automobile Tires	Gasoline
Foods	Banks
Rugs	Insurance companies
Automobiles	Men's, women's and
Soap	children's apparel
Razors	Home appliances and
Radios	housewares
	Retail outlets

The Rorabaugh Report for the week of January 2-8, 1948 indicated that there were 33 network television advertisers, 234 spot advertisers and 460 local advertisers for a combined total of 727.

Size of Television Audiences and Sources of Data

The size of a television audience depends upon the same variables as does radio. They are:

1. The number of sets in the telecast area of the station or network
2. The number of percentage of those sets that are tuned in to the program
3. The average number of viewers per television set

At the present time the number of sets is expanding rapidly. As of January 1, 1949 the estimated number of television receivers was a million distributed by cities as shown in Table 32. An estimate of the number of sets from the same

source as of February 1, 1949 was 1,180,000. This indicates a rate of growth of 180,000 sets per month. By the end of 1949 the number of sets should exceed 2,000,000. NBC estimates 11,500,000 television sets by 1953. However, there are over 37,600,000 radio homes by comparison. The measurement of television listenership is similar to the measurement of AM radio. Organizations such as A. E. Nielsen, C. E. Hooper and Pulse measure the relative popularity of television programs. For example, in Variety of February 2, 1949 the Pulse TV ratings for January showed that 6 to 7 out of every 10 television homes were viewing the leading programs. The ratings of the leading programs in each of the three cities is summarized in Table 33. These ratings are substantially higher than those of the leading AM Radio programs. In Table 32 the number of sets for New York is estimated to be 410,000. If the rating of the Texaco Star Theatre is 69.3%, the number of sets tuned to the telecast is 284,130.

At the present time the average viewers - per set - for evening programs is about four persons. Therefore, the total estimated audience is 1,136,520. As television becomes more and more commonplace in homes due to an increasing number of sets, the number of viewers per set will probably drop. Unlike AM Radio, television has no reliable source like the Broadcast Measurement Bureau for the number of radio homes by geographic areas and by networks or individual stations. The radio manufacturing industry is reluctant to release the

TABLE 33.
PULSE TELEVISION RATINGS FOR LEADING PROGRAMS
IN NEW YORK, PHILADELPHIA AND CHICAGO

<u>Program</u>	<u>New York</u>	<u>Philadelphia</u>	<u>Chicago</u>
Texaco Star Theatre	69.3	64	-
Godfrey's Talent Scouts	43.3	62	-
We The People	36.7	52	-
Manhattan George Washington BB	35.3	-	-
Break the Bank	-	52	-
Toast of the Town	33.3	49	-
Thursday Night Wrestling (WGN-TV)	-	-	47
Winner Take All	30.7	-	-
Friday Night Boxing	28.7	49	-
Mummer's Parade (3 stations)	-	46	-
Original Amateur Hour	29.3	44	-
Phil Silvers Show	28.7	43	-
Gay 90's Revue	-	42	-
Kraft TV Theatre	34.7	-	-
Super Circus	-	-	39
Feature Film (Fri. WBKB)	-	-	36
Vaudeo Varieties	-	-	36
Feature Film (Mon. WGN-TV)	-	-	36
Wed. Night Wrestling (WENR-TV)	-	-	35
Sunday Night Hockey (WBKB)	-	-	34
Mon. Night Wrestling (WBKB)	-	-	32
Philco Playhouse (Kinescope rec.)	-	-	32
Feature Film (Tues. WENR-TV)	-	-	30
Feature Film (Tues. WBKB)	-	-	30

Source: Pulse Ratings from Variety, February 2, 1949

figures on the distribution of sets.

Television Rates

Similarly to AM Radio, the cost of a television program divides into time, talent, commercial announcement and miscellaneous costs including publicity. Time costs depend upon the network used and the number of stations and whether or not supplementary stations are purchased outside of the network for Kinescope film transmission. Network time costs are summarized in Table 34.

Talent costs vary in direct proportion to the type of talent used and the length of the show. In Table 35 there is summarized the estimated weekly talent cost for the leading television programs. The cost before agency commission varies from \$350 to \$17,500 per week. With agency commission the weekly cost would vary between \$400 and \$20,125.

Unlike AM Radio, commercial announcements for a telecast are more costly. An announcer for a regular radio program can cost \$100 to \$300 per week. A commercial for a short 15-minute telecast program would cost \$600. The commercial for a full hour program would cost about \$1,800. If films are used for commercials the original production cost may be amortized in a write-off over an extended period of time. This practice would require repetition of commercials which might not be to the advantage of the sponsor. In Table 36 there is summarized the estimated weekly commercial cost for a few of the leading programs.

TABLE 34.

NETWORK TIME COSTS FOR TELEVISION PROGRAMS

Network	No. of Stations	One Hour			1/2 Hour			1/4 Hour		
		Inc. 5 hrs. reh.			Inc. 3 hrs. reh.			Inc. 2 hrs reh.		
N.B.C.	16	Gross	\$	6,650.00	\$	3,990.00	\$	2,660.00		
		Net		5,985.00		3,591.00		2,394.00		
		Studio & reh.		1,000.00		600.00		400.00		
		Total Per Week	\$	6,985.00	\$	4,191.00	\$	2,794.00		
C.B.S.	7	Cost for 39 Weeks	\$	\$272,415.00	\$	\$163,449.00	\$	\$108,966.00		
		Gross	\$	2,950.00	\$	1,770.00	\$	1,180.00		
		Net		2,802.50		1,681.50		1,121.00		
		Studio & reh.		1,000.00		600.00		400.00		
Dumont	3	Total Per Week	\$	3,802.00	\$	2,281.50	\$	1,521.00		
		Cost for 39 Weeks	\$	\$148,297.50	\$	\$88,978.50	\$	\$59,319.00		
		Gross	\$	2,050.00	\$	1,230.00	\$	820.00		
		Net		1,857.50		1,114.50		743.00		
A.B.C.	5	Studio & reh.		1,200.00		700.00		425.00		
		Total Per Week	\$	3,057.50	\$	1,814.50	\$	1,168.00		
		Cost for 39 Weeks	\$	\$119,242.50	\$	\$70,765.50	\$	\$45,552.00		
		Gross	\$	2,720.00	\$	1,632.00	\$	1,088.00		
		Net		2,518.50		1,511.00		1,007.00		
		Studio & reh.		1,000.00		600.00		400.00		
		Total Per Week	\$	3,518.50	\$	2,111.00	\$	1,407.00		
		Cost for 39 Weeks	\$	\$137,221.50	\$	\$82,329.00	\$	\$54,873.00		

Source: Standard Rate and Data Service, April 1949

At this writing, the time, talent, commercial announcement and other costs have not been assembled and related to a potential audience in the form of a cost-per-thousand telecast homes reached. The obvious reason is the changing number of television receivers and the changing number of stations available in a network.

TABLE 35.

ESTIMATED WEEKLY TALENT COST OF LEADING TELEVISION PROGRAMS

<u>Program</u>	<u>Network</u>	<u>Cost*</u>	<u>Sponsor</u>
Amateur Hour	Dumont	\$ 3,500	Old Golds
Americana	N.B.C.	1,500	Firestone
Author Meets Critics	N.B.C.	2,500	General Foods
Bigelow Show	N.B.C.	5,000	Bigelow - San. Rugs
Birthday Party	Dumont	850	Co-op
Camel Newsreel	N.B.C.	8,500	Camels
Chevrolet on Broadway	N.B.C.	4,500	Chevrolet
Dennis James Carnival	C.B.S.	2,000	General Electric
Disney Newsreel	N.B.C.	2,000	Disney Hats
Doorway to Fame	Dumont	850	Co-op
Fashions on Parade	Dumont	2,300	Procter & Gamble
Ford Tele Theatre	C.B.S.	17,500	Ford
Friday Fights	N.B.C.	2,500	Gillette
General Elec. News	N.B.C.	2,000	G. E.
Girl About Town	N.B.C.	3,000	Bates Fabrics
Greatest Fights	Dumont	350	Televue Lens
Growing Paynes	Dumont	1,000	Wanamaker Store
Gulf Road Show	N.B.C.	2,500	Gulf Oil
Howdy-Doody	N.B.C.	750	Unique Toys
I'd Like to See	N.B.C.	4,000	Procter & Gamble
Kraft T.V. Theatre	N.B.C.	4,000	Kraft
Mary, Kay & Johnny	N.B.C.	2,500	Whitehall
Mary Margaret McBride	N.B.C.	2,500	Squibb - Int'l Silver - Sylvania Electric - Sherwin Williams - Sunshine Biscuit
Meet the Press	N.B.C.	2,500	General Foods
Monday Fights	N.B.C.	2,500	Gillette
Nature of Things	N.B.C.	750	Motorola
Philco TV. Playhouse	N.B.C.	11,000	Philco
Roar of Rails	C.B.S.	750	A. C. Gilbert
Small Fry Club	Dumont	750	Kolynos General Food
Sportsman's Quiz	C.B.S.	750	Edgeworth
Swift Show	N.B.C.	4,500	Swift
Swing into Sports	Dumont	850	Co-op
Tales of Red Caboose	A.B.C.	750	Lionel Corp.
Texaco Star Theatre	N.B.C.	8,000	Texaco
Toast of Town	C.B.S.	5,000	Emerson
We The People	C.B.S.	1,200	Gulf
Welcome Aboard	N.B.C.	5,000	Admiral

Source: Variety, November 10, 1948

* Nighttime and Daytime Overall Costs include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Set Construction, etc. - but not Commercial Announcements, Agency Directors, Agency Commission or Time Charges

TABLE 36.

ESTIMATED COST OF COMMERCIAL ANNOUNCEMENTS
FOR TELEVISION PROGRAMS

<u>Program</u>	<u>Length of Program</u>	<u>Estimated Weekly Cost</u>	<u>Length of Commercial</u>	<u>Type of Commercial</u>
Theatre Guild	1 hr	\$1,800	6 Min	Live
Texaco Star Theatre	1 hr	1,800	6 Min	Live
Toast of the Town	1 hr	1,800	6 Min	Live
Howdy Doody	1 hr	1,800	6 Min	Live
" "	15 min	600	2:30 min	Live
Mary, Kay and Johnny	15 min	600	2:30 min	Live
Original Amateur Hour	1 hr	1,800	6 Min	Live
N.B.C. Newsreel	10 min	600	2 Min	Film
Barney Blake	$\frac{1}{2}$ hr	900	3 Min	Live
District Attorney	20 min	825	2:40 min	Film

Source: From Advertising Trade Channels

References - Television

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Scully, William H.	
Advertising Media Analysis	
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